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ABSTRACT

In order to structure an effective campaign aimed at increasing the usage of the public libraries in Essex County, New Jersey, this research project was undertaken to determine the consumer attitudes toward various aspects of public library services. These aspects include: extent of public library usage; awareness of library services offered, library services used, suggestions for improvement of library services, evaluation of library facilities, and profile of the library user. Cost considerations made it necessary to conduct the study mainly by telephone using controls to minimize the bias resulting from homes without telephone listings. The questions answered by this survey include: (1) Who uses the library?; (2) Whom does the public think the library is set up to serve?; (3) What do users think of library services?; (4) Why don't people use the library?; (5) How does the library function relative to children?; (6) Why do people use the library?; and (7) How can potential library users be reached? The detailed findings are followed by an extensive tabular report. The appendix contains the questionnaire used and instructions given to the interviews. (Author/NH)

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THE PUBLIC'S ATTITUDE TOWARD PUBLIC LIBRARY SERVICES IN ESSEX COUNTY, NEW JERSEY

A research study conducted for the

Essex County Library Directors Group

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This study was funded by a grant from the New Jersey State Library and contibutions from the libraries of Essex County.

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June, 1969

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THE PUBLIC'S ATTITUDES TOWARD PUBLIC LIBRARY SERVICES IN ESSEX COUNTY, NEW JERSEY

A Research Study Conducted For:

ESSEX COUNTY LIBRARY DIRECTORS GROUP

861-R

June, 1969

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INTRODUCTION

BACKGROUND AND PURPOSE

The Essex County Library Directors Group is planning to embark upon a public relations campaign to increase usage of the public libraries within that county.

Prior to embarking upon this campaign, information is desired to help create a public relations effort which will basically:

- Bring new users into public libraries
- Increase patronage by present public library users

In order to mold an effective campaign, this research project has been undertaken to gather the following information concerning present consumer attitudes toward various aspects of public library services:

- Extent of public library usage
- Awareness of library services offered
- Library services used
- Suggestions for improvement of library services
- Evaluation of library facilities
- Profile of the library user

METHOD

A total of 354 adult residents of Essex County, New Jersey (172 men, 182 women) were interviewed during April, 1969 by specially trained members of the Market Dynamics field staff.

A probability study, all conducted personally in-the-home, was considered impractical from a cost standpoint. Instead, it was felt, if controls were employed to minimize the bias resulting from homes without telephone listings, that this study could and should be conducted mainly by telephone.

These controls were provided as follows:

a) Seventy four percent of the Essex County population is White based on the Sales Management Magazine, Survey of Buying Power published June 10, 1968. Therefore, based on this proportion, 253 of the total 354 interviews were conducted among randomly selected individuals in entirely or predominantly White neighborhoods. Since the proportion of Whites without listed telephones is minimal, all these interviews were conducted by telephone.

b) The remaining 101 interviews within the sample were conducted among Essex County Negroes. It was reliably estimated that slightly upwards of 50% of Negroes in the County do not have a listed telephone. Consequently, 53 of these 101 interviews were randomly selected and conducted by telephone in entirely or predominantly Negro neighborhoods. The remaining 48 interviews, drawn from 12 clusters representing Newark and its Essex County suburbs in their proper proportions, were conducted in person. To assure that telephone listed Negro homes were not oversampled, these latter personal interviews were conducted only among Negroes who did <u>not</u> have a listed telephone.

With use of these controls and with an almost nonexistent refusal ratio among selected and available respondents, the telephone technique employed appears to have validated itself.

Further validation comes from a comparison of the age distribution--sample versus Essex County census (as reported in Sales Management Magazine). Other sample demographics, though appearing realistic, cannot be validated, due to the inavilability of comparable census information. The following table indicates the high degree of sample and census correlation relative to age as well as sex (a parameter which, as expected, is comparable since sample quotas were established).

	Current Study	Actual Adult Population
Age of Respondent		
20 to 39 years	30%	37%
40 to 49 years	28	19
50 years or over	42	44
Sex		
Men	49%	48%
Women	51	52

At no point during any interview was the sponsorship of the study revealed.

A copy of the questionnaire and instructions used in this study are appended.

SUMMARY OF FINDINGS

SUMMARY OF FINDINGS

Berelson, in his book "The Library's Public" quotes an incidence of 18% adults who, in 1949, used the library at least once a year. If it can be assumed that Essex County is typical in this regard, the library's popularity has grown appreciably over the past 20 years, with 40% now using the library over a one year period.

I. WHO USES THE LIBRARY?

Those most likely to use Essex County libraries include:

- Whites
- Women
- Younger persons
- Suburbanites
- Higher income earners
- White-collar workers
- Better educated individuals
- Frequent book readers

It is implicit that the opposites are the least likely users of the library.

Although younger people are more likely to use library services, those older people who do are more frequent users.

Similarly, men who use the library make more frequent use of its services than do women in spite of the fact that more women, overall, use the library.

II. WHOM DOES THE PUBLIC THINK THE LIBRARY IS SET UP TO SERVE?

The image of the typical library user in the minds of the public is one which includes:

- Young adults
- Well-educated individuals
- Business and professional people
- Students of all grades

Nonusers are more apt than library users to consider the library to be:

- For younger adults
- For career women
- Unappealing to those with lower incomes

III. WHAT DO USERS THINK OF LIBRARY SERVICES?

Most public library users are very well satisfied with their nearest library branch. Nine in every ten consider this library either "extremely" or "very helpful."

Finding the library particularly helpful are:

- Men
- Older persons

IV. WHY DON'T PEOPLE USE THE LIBRARY?

The one major area of criticism of the public library system centers upon its lack of convenience.

- Parking space is inadequate
- Library branches are too far from the home/ inadequate bookmobile service

Both of these criticisms are voiced with considerably greater frequency by residents of Newark than by suburbanites.

Some, although not serious criticism, was made of the availability of the books you want.

Virtually no criticisms were made of the library with regard to:

- Helpfulness of staff
- Ease of getting there
- Availability of any information you want
- Quietness
- Providing information by telephone
- Hours open
- Number of seats
- Comfort

V. HOW DOES THE LIBRARY FUNCTION RELATIVE TO CHILDREN?

The vast majority of parents indicate that their children use public libraries. Such usage is more common in households where parents themselves use the library. Library usage by adolescents is greater among:

- Older children
- Suburban residents

Parents rate fairly well the library services available to their children. Ratings of children's services are lower than average — among:

- Parents who do not use the library themselves
- Those residing in Newark

VI. WHY DO PEOPLE USE THE LIBRARY?

As might be expected, those who make most frequent use of the library use the greater number of library services, most popular of which are:

- Borrowing books
- Obtaining information at the library
- Reading magazines

Less than 50% of library users avail themselves of the following facilities:

- Information by telephone
- Special programs
- Reading newspapers
- Photocopying
- Phonograph records
- Investment information
- Borrowing framed or mounted pictures
- Borrowing films
- Microfilms

Generally, the services which nonusers claim they might use if they were to visit a public library are quite similar to those currently used by present library patrons.

VII. HOW CAN POTENTIAL LIBRARY USERS BE REACHED?

Virtually everyone reads a daily or Sunday newspaper. The distribution among the various newspapers available is shown in the detailed findings.

Weekly newspaper readership is considerably higher among library users (55%) than among nonusers (35%).

While 21% of all respondents ride buses, this proportion increases to 33% within Newark. Of this 21%, approximately one-third recall advertising seen on buses during a given week.

Both bus usage and recall of advertising in buses is highest among:

- Nonwhites
- Residents of Newark
- Blue-collar workers

Because these are exactly the types of people among whom public library usage is lowest, bus advertising should not be overlooked as a possible medium for a public relations effort directed at nonusers.

DETAILED FINDINGS

STATISTICAL RELIABILITY OF FINDINGS

Throughout this analysis, where differences in findings are noted between various sub-samples, there may or may not be statistical significance. It is felt that much valuable data might otherwise be lost if only those findings were discussed which (with the base size employed) were statistically significant.

In order to give the reader some feeling for differences which may be significant by statistical definitions within the data presented throughout this report, the following table is presented showing the statistical variance which can be presumed within random chance at a .95 level of confidence.

	Approximate Sampling Tolerances for Survey Percentages at or Near These Levels				
Size of Sample	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
350	4	5	6	7	7
250	5	6	7	8	8
200	5	7	8	8	9
150	6	8	9	10	10
100	7	10	11	12	12
50	10	14	16	17	17
25	15	20	22	24	25

The use of this table might best be described with an example. As already mentioned, 40% of the respondents in this study indicate that they have used the library within the past year. Obviously, this is merely a sample of the Essex County population. Had we drawn another sample, this proportion would most likely not be exactly 40%. It might have been somewhat higher or it might have been somewhat lower. The above table indicates, within reasonable statistical reliability, the extent to which the proportion of the actual population of Essex County who uses the public library could vary from this 40%.

Since the proportion is 40%, you would enter the table via the column headed "40% or 60%" and since approximately 360 respondents comprise this base, we note that a 7% appears where this column and row intersect. This 7% represents the tolerance limits around the 40%; that is, some proportion between 33% and 47% of the actual population uses the library.

THE FINDINGS IN DETAIL

I. PUBLIC LIBRARY USAGE AMONG VARIOUS POPULATION SECTORS

A. Users of Public Library Services (Ref: Table 1)

Two out of every five adult residents of Essex County (40%) claim to have used one or more public library services during the past year.

Relative to specific elements within the County population, library usage is notably greater among:

- Those having gone to college (63%) more than those with high school educations (38%) and without (17%)
- White-collar workers (58%) more than blue-collar workers (25%)
- Readers of books within the past month (58%) versus nonreaders within the month (27%)
- Suburbanites (46%) more than residents of Newark (20%)
- Higher income families--$15,000 or over (58%) more than those earning under $5,000 (10%) and those earning $5,000 to $15,000 (38%)
- Whites (46%) more than Negroes (26%)
- Adults under 50 (48%) more than adults over 50 (30%)
- Women (43%) more than men (37%)

B. Frequency of Public Library Usage (Ref: Table 2)

In order to help define current users of the library from past users as well as to categorize individuals as frequent versus infrequent users, a question on the recency of last library exposure was asked. To bridge the gap from recency to frequency of library usage, the reasonable assumption was made that those who recently used the library (within the past month) were, on the average, frequent users and, at the other end of the spectrum, those who had not used the library's services for an appreciable length of time (over four months) were, for all intents and purposes, classified as past users.

While the average user is found to have last used the library approximately four weeks ago (defined as a "frequent" or "heavy" user), about one in every four (23%) had used the library within the past week.

Frequency of use among the various population sectors studied parallels incidence of usage with the following notable exceptions:

- Whereas women are notably more prone to use public library services overall, those men who use libraries do so more frequently than women (28% of men and only 19% of women who use libraries had done so within the past week)

- Younger adults are found to be more likely to use library services--however, among library users, older adults avail themselves of such services more often (31% of users over 50 had used the library during the past week as opposed to only 19% of those under 50)

- A larger proportion of suburbanites than residents of Newark use the library. However, among library users, frequency of use remains relatively constant among the Essex County population regardless of the location of their residence.

II. USAGE OF LIBRARY SERVICES OFFERED (Ref: Table 3)

A. Services Used by Library Patrons

Services most popular among Essex County library users are:

- Borrowing books (96%)
- Obtaining information at the library (80%)
- Reading magazines (50%)

Other services used by over 25% within this county are:

- Obtaining information by telephone (41%)
- Special programs (37%)
- Reading newspapers (32%)
- Photocopying (27%)

1. Frequent versus infrequent versus past library users

As might be expected, frequent users find the public library system helpful for a greater variety of services than do infrequent users. Similarly, infrequent users have availed themselves of more services than have past users. (The average frequent library user claims to have used approximately five services, the infrequent user four, and the past user three.)

However, comparing the proportions of total mentions claimed for each service, use of each service by these three groups is relatively similar with only a few exceptions:

- Frequent users more than others consult newspapers at the library at one time or another. (This does not imply nor can it purport to imply a cause and effect relationship. In other words, the frequency of library usage may dictate the extent to which people read newspapers or their interest in newspapers may dictate their frequency of library usage.)
- Frequent users are less likely than others to:
  - Borrow films
  - Get information by telephone (a reasonably obvious inference since their frequency of use allows them to obtain information in person.)

2. Services used among frequent versus infrequent book readers

To determine the impact of book reading upon library usage, individuals who had read at least one book within the past month were defined as "frequent book readers"; those who had not were categorized as "infrequent book readers."

As expected, frequent book readers who use the public library tend to avail themselves of a greater number of library services than do infrequent readers of books.

- Whereas the average frequent book reader mentions use of almost five selected library services

- The average infrequent book reader mentions only about 3.5 services

When the services used by these two groups are ranked in order of incidence, virtually no differences in ranking are noted.

B. Service Usage Among Library Users Versus Nonusers

Nonusers of the library were asked which of the library services might be of use to them. A comparison of the assumed uses for nonusers versus the actual uses among current users produces evidence of some rather different opinions between these two groups.

Nonusers of the library are considerably less likely than users to avail themselves of such services as:

- Borrowing books
- Obtaining information at the library
- Reading magazines
- Reading newspapers
- Borrowing framed or mounted pictures

On the other hand, nonusers show notably more interest than users in borrowing films.

	Library	
	Users	Nonusers
Borrowing books	96%	63%
Obtaining information at the library	80	54
Reading magazines	50	26
Reading newspapers	32	18
Borrowing framed or mounted pictures	16	9
Borrowing films	11	19

As expected, among nonusers of the library, frequent book readers claim a greater interest in borrowing books than do infrequent book readers. However, worthy of note is the observation that among users of the library, both frequent and infrequent readers of books are quite comparable in their incidence of borrowing books from the library.

Percentage borrowing books among library users who are:	
Frequent book readers	98
Infrequent book readers	94

Percentage showing interest in borrowing books among library nonusers who are:	
Frequent book readers	85
Infrequent book readers	53

This may well be due to a difference in the composition of the "infrequent book readers" (those not having read a book in the past month):

- Whereas library users who are "infrequent book readers" may be just that--infrequent book readers
- Nonusers of the library who are "infrequent book readers" may include a large percentage of nonbook readers

C. Demographic Influences Upon Library Service Usage

Books tend to be borrowed more by:

- Younger people
- Better educated persons
- White-collar workers
- Higher income families

	Percentage Borrowing Books		Percentage Borrowing Books
Under 50	88	Over 50	62
Some college or more	94	Did not complete high school	54
		Completed high school	78
White collar	89	Blue collar	69
$10,000 or over	86	Under $5,000	52
		$5,000 to $9,999	75

Various degrees of importance are relegated to the other lesser used library services among the different subgroups studied. For those interested in these sub-analyses, the data is available in the appendix tables.

III. OVERALL RATING OF LIBRARY USED MOST OFTEN (Ref: Table 4)

Public library users display a great deal of satisfaction with the branch usually used:

- Nine in every ten consider it either "extremely" or "very helpful"

Demographically, no appreciable differences are noted with the following exceptions:

- Men express greater satisfaction than women (97% versus 85% respectively rate the library at least "very helpful")

- Satisfaction increases with the age of the library patron

	Percent Rating Library "Extremely" or "Very Helpful"
Under 40	82
40 to 49	90
50 or over	100

IV. EVALUATION OF LIBRARY SERVICES AVAILABLE TO CHILDREN

A. Children's Usage of Public Libraries (Ref: Table 5)

Better than four parents in five (84%) indicate that their children have used the public library.

Children of library users are more apt to use the library (90%) than are children of nonusers (77%).

Demographically, it is found that:

- Considerably fewer children residing in Newark use the library than do residents of other communities within Essex County. (66% of Newark parents versus 87% of suburban parents have children who use the public library.)

- Older children are more frequently users of the library than are younger ones. This conclusion is derived from the fact that older parents are more likely to have children who use the library (92%) than younger parents (71%).

B. Rating of Library Services Available to Children (Ref: Table 6)

Almost four out of every five parents (77%) rate library services for their children either "excellent" or "very good."

- Parents who use the library rate its services available to children considerably higher than do nonusing parents (85% versus 69%)

- Consistent with the lower usage of libraries by children in Newark, we find a much lower rating of children's services available in that city than in the suburbs of Essex County (51% and 82% respectively).

V. RATING OF PUBLIC LIBRARY ON SPECIFIC QUALITIES (Ref: Tables 7 and 8)

Public library users were asked to rate the library on eleven specific qualities. A review of the ratings given indicates only two possible problem areas--areas in which less than 80% consider the library to be doing an "excellent" or "very good" job:

- Amount of parking space (45%)--rated particularly poorer in Newark (8%) where parking space is even more limited

- Availability of the books you want (78%)--rated less well among younger respondents (73%), those with higher incomes (68%) and those with college educations (74%)

All other qualities rate either "excellent" or "very good" among better than four out of every five library users surveyed.

	Percent Rating "Excellent" or "Very Good"
Helpfulness of staff	95
Ease of getting there	90
Availability of any information you want	90
Quietness	90
Providing information by telephone	89
Ease of finding what you want	88
Hours open	87
Number of seats	83
Comfort	81

There is an indication that the location of Newark libraries creates difficulty for many persons to get to these branches, not to mention the lack of parking space available once they arrive. This is evidenced by the fact that:

- While 92% of suburban library users rate the "ease of getting (to the library)" as "excellent" or "very good," only 76% of Newark residents feel likewise.

- When asked to suggest improvements or changes in library services, the desire for closer or additional facilities is viewed by appreciably more Newark than suburban residents.

	Residents of:	
	Newark	Suburban Areas
A branch closer to where I live/library too far	11%	*%
A bookmobile	7	2

On a purely unprompted basis, the only other suggested improvements mentioned by over 3% of current library users are:

- More technical references (7%)
- Later evening/Saturday hours (6%)
- More diversity in scope of books (4%)
- More copies/shorter waiting period for best sellers (4%)
- More up-to-date books (4%)
- Improved parking facilities (4%)

No suggestions other than those for a closer branch and a bookmobile were brought forth by over 2% of nonlibrary users.

*Less than 0.5 percent.

VI. PUBLIC'S PROFILE OF PUBLIC LIBRARY USERS (Ref: Table 9)

In order to obtain from respondents their characterization of the type of person who would use a public library, they were asked how likely they felt various types of people are to use the library. This likelihood of use was obtained by means of a four-point scale:

- Very likely
- Somewhat likely
- Somewhat unlikely
- Very unlikely

As the following table illustrates; in terms of the total sample . . .

- The library user is thought to be young (particularly adolescent), well educated and a businessman or professional
- Students of all kinds are considered very likely public library users
- Two groupings which appear to have little bearing upon usage are high versus low income and housewives versus career women

The impression of the library patron in the minds of users and nonusers of the public library is divergent in only a few areas.

Nonusers are more apt than library users to consider the library to be:

- For younger adults
- For career women
- Unappealing to those with lower incomes

	"Very" or "Somewhat Likely"		
	Total	Library Users	Library Nonusers
Older adults	69%	80%	61%
Younger adults	81	88	76
Children	93	94	92
College graduates	90	92	89
High school graduates	86	87	85
Persons not completing high school	37	33	39
Professionals	84	83	84
Businessmen	76	78	74
Factory workers	45	49	42
Grade school students	95	94	95
High school students	98	97	99
College students	94	92	95
Housewives	76	88	68
Career women	78	83	75
People with high incomes	68	69	69
People with low incomes	61	66	57

VII. MISCELLANEOUS STUDY FINDINGS

A. Travel Time to Closest Library Branch (Ref: Table 10)

Closeness to the library appears definitely to be a factor in usage of the facilities:

- The average library user is five minutes away from the closest branch
- The average nonuser claims to be farther away

B. Location of Branch Used Most Often (Ref: Table 11)

Four in every five users of the public library most often go to the branch nearest their homes (80%).

Most likely to visit the branch nearest home are:

- Women (87%)
- Blue-collar workers (86%)
- Suburban residents (82%)

C. Recall of Advertising on Buses (Ref: Table 13)

Although 33% of Newark residents and 17% of suburban residents ride the bus, overall only 7% recall seeing bus advertisements in a given week.

Though no group exhibits as high as a 15% bus ad recall, such recall is slightly higher among nonwhites (14%), Newark residents (11%), blue-collar workers (11%), and women (9%) closely following the pattern of bus usage which is also higher among these groups.

While more nonusers of the library (24%) than users (17%) take the bus, recall of advertising remains at a similar level among these two groups (8% versus 6% respectively).

D. Newspaper Readership Among Library Users/Nonusers
(Ref: Tables 14 to 16)

Following are readership statistics among users and nonusers of Essex County libraries:

	Library Users	Library Nonusers
Daily Newspapers Read Regularly		
Newark News	69%	62%
Newark Star Ledger	33	45
New York Times	28	9
All others	20	17
None	6	10
Sunday Newspapers Read Regularly		
Newark News	68%	59%
New York Times	42	11
Newark Star Ledger	29	38
New York News	10	15
All others	2	3
None	3	10
Read Weekly Newspapers Regularly		
Yes	55%	35%
No	45	65

At such time when a decision is made to advertise by newspapers, these data will be vital in determining the specific publication or publications in which to advertise.

TABULAR REPORT

TABLE 1
Q.3A USED PUBLIC LIBRARY FOR ANY PURPOSE

		LIBRARY USED							LIBRARY NOT USED							
			CURRENT USERS				READ BOOKS			READ BOOKS		SEX		AGE		
	TOTAL	TOTAL	TOTAL	HEAVY	LIGHT	PAST USERS	YES	NO	TOTAL	YES	NO	MALE	FEMALE	UNDER 40	40 TO 49	50 OR OVER
TOTAL RESPONDENTS	354	143	114	68	46	29	89	54	211	65	146	172	182	105	99	148
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	143	143	114	68	46	29	89	54				64	79	49	48	45
	40.4	100.0	100.0	100.0	100.0	100.0	100.0	100.0				37.2	43.4	46.7	48.5	30.4
NO	211								211	65	146	108	103	56	51	103
	59.6								100.0	100.0	100.0	62.8	56.6	53.3	51.5	69.6

(CONTINUED)

TABLE 1 (CONT'D 2)
Q.3A USED PUBLIC LIBRARY FOR ANY PURPOSE

	RACE		INCOME				OCCUPATION		EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH		
	WHITE	NON-WHITE	UNDER $5,000	$5,000 -10000	$10000 -15000	OVER $15000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOMPLETE	COMPLETE	COLLEGE OR MORE	NEWARK	NOT NEWARK	NONE	ONE OR TWO	3 OR MORE
TOTAL RESPONDENTS	253 100.0	101 100.0	52 100.0	111 100.0	61 100.0	69 100.0	170 100.0	113 100.0	109 100.0	120 100.0	123 100.0	83 100.0	271 100.0	199 100.0	80 100.0	74 100.0
YES	117 46.2	26 25.7	5 9.6	37 33.3	29 47.5	40 58.0	99 58.2	28 24.8	19 17.4	45 37.5	78 63.4	17 20.5	126 46.5	53 26.6	38 47.5	51 68.9
NO	136 53.8	75 74.3	47 90.4	74 66.7	32 52.5	29 42.0	71 41.8	85 75.2	90 82.6	75 62.5	45 36.6	66 79.5	145 53.5	146 73.4	42 52.5	23 31.1

TABLE 2

Q.4A LENGTH OF TIME SINCE LAST USED LIBRARY

	LIBRARY USED								LIBRARY NOT USED			SEX		AGE		
		CURRENT USERS				PAST USERS	READ BOOKS			READ BOOKS						
	TOTAL	TOTAL	TOTAL	HEAVY	LIGHT		YES	NO	TOTAL	YES	NO	MALE	FEMALE	UNDER 40	40 TO 49	50 OR OVER
LIBRARY USERS	143 100.0	143 100.0	114 100.0	68 100.0	46 100.0	29 100.0	89 100.0	54 100.0				64 100.0	79 100.0	49 100.0	48 100.0	45 100.0
WITHIN THE PAST WEEK	33 23.1	33 23.1	33 28.9	33 48.5			27 30.3	6 11.1				18 28.1	15 19.0	8 16.3	10 20.8	14 31.1
TWO TO THREE WEEKS AGO	35 24.5	35 24.5	35 30.7	35 51.5			25 28.1	10 18.5				13 20.3	22 27.8	15 30.6	14 29.2	6 13.3
ONE MONTH AGO (FOUR WEEKS AGO)	22 15.4	22 15.4	22 19.3		22 47.8		13 14.6	9 16.7				8 12.5	14 17.7	8 16.3	9 18.8	5 11.1
TWO TO THREE MONTHS AGO	24 16.8	24 16.8	24 21.1		24 52.2		14 15.7	10 18.5				13 20.3	11 13.9	11 22.4	5 10.4	8 17.8
FOUR TO ELEVEN MONTHS AGO	21 14.7	21 14.7				21 72.4	5 5.6	16 29.6				9 14.1	12 15.2	6 12.2	5 10.4	10 22.2
ONE YEAR AGO OR SO	8 5.6	8 5.6				8 27.6	5 5.6	3 5.6				3 4.7	5 6.3	1 2.0	5 10.4	2 4.4

(CONTINUED)

TABLE 2 (CONT'D 2)
Q.4A LENGTH OF TIME SINCE LAST USED LIBRARY

		RACE		INCOME				OCCUPATION		EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH		
		WHITE	NON-WHITE	UNDER $5,000	$5,000 -10000	$10000 -15000	OVER $15000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOM-PLETE	COM-PLETE	COLLEGE OR MORE	NEWARK	NOT NEWARK	NONE	ONE OR TWO	3 OR MORE
LIBRARY USERS		117 100.0	26 100.0	5 100.0	37 100.0	29 100.0	40 100.0	99 100.0	28 100.0	19 100.0	45 100.0	78 100.0	17 100.0	126 100.0	53 100.0	38 100.0	51 100.0
WITHIN THE PAST WEEK		30 25.6	3 11.5		8 21.6	6 20.7	12 30.0	26 26.3	3 10.7	2 10.5	10 22.2	21 26.9	4 23.5	29 23.0	6 11.3	7 18.4	20 39.2
TWO TO THREE WEEKS AGO		29 24.8	6 23.1		11 29.7	7 24.1	11 27.5	26 26.3	6 21.4	3 15.8	12 26.7	20 25.6	3 17.6	32 25.4	10 18.9	14 36.8	11 21.6
ONE MONTH AGO (FOUR WEEKS AGO)		15 12.8	7 26.9	1 20.0	9 24.3	4 13.8	5 12.5	14 14.1	6 21.4	4 21.1	4 8.9	14 17.9	1 5.9	21 16.7	9 17.0	5 13.2	8 15.7
TWO TO THREE MONTHS AGO		18 15.4	6 23.1		5 13.5	6 20.7	5 12.5	16 16.2	7 25.0	4 21.1	7 15.6	13 16.7	3 17.6	21 16.7	10 18.9	8 21.1	6 11.8
FOUR TO ELEVEN MONTHS AGO		19 16.2	2 7.7	3 60.0	4 10.8	4 13.8	4 10.0	13 13.1	3 10.7	3 15.8	10 22.2	7 9.0	4 23.5	17 13.5	15 28.3	3 7.9	2 3.9
ONE YEAR AGO OR SO		6 5.1	2 7.7	1 20.0		2 6.9	3 7.5	4 4.0	3 10.7	3 15.8	2 4.4	3 3.8	2 11.8	6 4.8	3 5.7	1 2.6	4 7.8

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TABLE 3
Q.5 SERVICES PUBLIC LIBRARY USED FOR

		LIBRARY USED						LIBRARY NOT USED			SEX		AGE		
		CURRENT USERS			PAST USERS	READ BOOKS			READ BOOKS						
	TOTAL	TOTAL	TOTAL	HEAVY	LIGHT		YES	NO	TOTAL	YES	NO	MALE	FEMALE	UNDER 40	40 TO 49	50 OR OVER
TOTAL RESPONDENTS	354 100.0	143 100.0	114 100.0	68 100.0	46 100.0	29 100.0	89 100.0	54 100.0	211 100.0	65 100.0	146 100.0	172 100.0	182 100.0	105 100.0	99 100.0	148 100.0
BORROWING BOOKS	271 76.6	138 96.5	113 99.1	67 98.5	46 100.0	25 86.2	87 97.8	51 94.4	133 63.0	55 84.6	78 53.4	130 75.6	141 77.5	96 91.4	83 83.8	91 61.5
READING MAGAZINES	127 35.9	71 49.7	62 54.4	42 61.8	20 43.5	9 31.0	49 55.1	22 40.7	56 26.5	23 35.4	33 22.6	67 39.0	60 33.0	46 43.8	40 40.4	41 27.7
BORROWING FILMS	56 15.8	16 11.2	12 10.5	7 10.3	5 10.9	4 13.8	10 11.2	6 11.1	40 19.0	15 23.1	25 17.1	35 20.3	21 11.5	21 20.0	15 15.2	20 13.5
PHONOGRAPH RECORDS	76 21.5	32 22.4	30 26.3	22 32.4	8 17.4	2 6.9	24 27.0	8 14.8	44 20.9	18 27.7	26 17.8	39 22.7	37 20.3	32 30.5	21 21.2	23 15.5
INFORMATION BY TELEPHONE	127 35.9	58 40.6	46 40.4	22 32.4	24 52.2	12 41.4	37 41.6	21 38.9	69 32.7	27 41.5	42 28.8	64 37.2	63 34.6	48 45.7	35 35.4	44 29.7
OBTAINING INFORMATION AT THE LIBRARY	229 64.7	114 79.7	96 84.2	58 85.3	38 82.6	18 62.1	77 86.5	37 68.5	115 54.5	43 66.2	72 49.3	121 70.3	108 59.3	81 77.1	70 70.7	78 52.7
BORROWING FRAMED OR MOUNTED PICTURES	42 11.9	23 16.1	22 19.3	15 22.1	7 15.2	1 3.4	17 19.1	6 11.1	19 9.0	5 7.7	14 9.6	18 10.5	24 13.2	22 21.0	12 12.1	8 5.4
MICROFILMS	22 6.2	7 4.9	5 4.4	4 5.9	1 2.2	2 6.9	5 5.6	2 3.7	15 7.1	8 12.3	7 4.8	16 9.3	6 3.3	9 8.6	6 6.1	7 4.7
PHOTOCOPYING	98 27.7	39 27.3	36 31.6	24 35.3	12 26.1	3 10.3	27 30.3	12 22.2	59 28.0	23 35.4	36 24.7	53 30.8	45 24.7	39 37.1	28 28.3	31 20.9
READING NEWSPAPERS	84 23.7	46 32.2	44 38.6	29 42.6	15 32.6	2 6.9	37 41.6	9 16.7	38 18.0	16 24.6	22 15.1	47 27.3	37 20.3	33 31.4	24 24.2	27 18.2
SPECIAL PROGRAMS	123 34.7	53 37.1	45 39.5	26 38.2	19 41.3	8 27.6	37 41.6	16 29.6	70 33.2	28 43.1	42 28.8	61 35.5	62 34.1	47 44.8	36 36.4	40 27.0
INVESTMENT INFORMATION	65 18.4	25 17.5	23 20.2	17 25.0	6 13.0	2 6.9	20 22.5	5 9.3	40 19.0	19 29.2	21 14.4	52 30.2	13 7.1	22 21.0	19 19.2	24 16.2

(CONTINUED)

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TABLE 3 (CONT'D 2)
Q.5 SERVICES PUBLIC LIBRARY USED FOR

		RACE		INCOME				OCCUPATION		EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH		
		WHITE	NON-WHITE	UNDER $5,000	$5,000 -10000	$10000 -15000	OVER $15000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOMPLETE	HIGH SCHOOL COMPLETE	COLLEGE OR MORE	NEWARK	NOT NEWARK	NONE	ONE OR TWO	3 OR MORE
TOTAL RESPONDENTS		253	101	52	111	61	69	170	113	109	120	123	83	271	199	80	74
		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BORROWING BOOKS		195	76	27	83	52	60	151	78	59	94	116	58	213	128	73	69
		77.1	75.2	51.9	74.8	85.2	87.0	88.8	69.0	54.1	78.3	94.3	69.9	78.6	64.3	91.3	93.2
READING MAGAZINES		88	39	12	37	28	32	77	37	27	45	55	18	109	55	38	34
		34.8	38.6	23.1	33.3	45.9	46.4	45.3	32.7	24.8	37.5	44.7	21.7	40.2	27.6	47.5	45.9
BORROWING FILMS		37	19	5	22	10	12	27	22	11	28	17	12	44	31	14	11
		14.6	18.8	9.6	19.8	16.4	17.4	15.9	19.5	10.1	23.3	13.8	14.5	16.2	15.6	17.5	14.9
PHONOGRAPH RECORDS		52	24	11	29	16	16	43	21	19	25	32	21	55	34	21	21
		20.6	23.8	21.2	26.1	26.2	23.2	25.3	18.6	17.4	20.8	26.0	25.3	20.3	17.1	26.3	28.4
INFORMATION BY TELEPHONE		95	32	12	39	25	30	73	37	24	42	60	21	106	63	36	28
		37.5	31.7	23.1	35.1	41.0	43.5	42.9	32.7	22.0	35.0	48.8	25.3	39.1	31.7	45.0	37.8
OBTAINING INFORMATION AT THE LIBRARY		167	62	20	73	50	52	129	67	44	84	99	41	188	108	60	60
		66.0	61.4	38.5	65.8	82.0	75.4	75.9	59.3	40.4	70.0	80.5	49.4	69.4	54.3	75.0	81.1
BORROWING FRAMED OR MOUNTED PICTURES		23	19	3	18	4	13	24	14	6	20	16	12	30	20	9	13
		9.1	18.8	5.8	16.2	6.6	18.8	14.1	12.4	5.5	16.7	13.0	14.5	11.1	10.1	11.3	17.6
MICROFILMS		15	7	2	8	2	8	16	5	2	8	12	1	21	9	6	7
		5.9	6.9	3.8	7.2	3.3	11.6	9.4	4.4	1.8	6.7	9.8	1.2	7.7	4.5	7.5	9.5
PHOTOCOPYING		63	35	6	37	24	18	51	35	17	37	44	18	80	48	27	23
		24.9	34.7	11.5	33.3	39.3	26.1	30.0	31.0	15.6	30.8	35.8	21.7	29.5	24.1	33.8	31.1
READING NEWSPAPERS		71	13	5	31	16	20	55	19	13	33	38	8	76	31	30	23
		28.1	12.9	9.6	27.9	26.2	29.0	32.4	16.8	11.9	27.5	30.9	9.6	28.0	15.6	37.5	31.1
SPECIAL PROGRAMS		74	49	14	47	18	29	63	40	27	48	48	31	92	58	32	33
		29.2	48.5	26.9	42.3	29.5	42.0	37.1	35.4	24.8	40.0	39.0	37.3	33.9	29.1	40.0	44.6
INVESTMENT INFORMATION		52	13	3	16	19	20	43	14	7	24	34	3	62	26	25	14
		20.6	12.9	5.8	14.4	31.1	29.0	25.3	12.4	6.4	20.0	27.6	3.6	22.9	13.1	31.3	18.9

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TABLE 4
0.6 OVERALL RATING OF LIBRARY USED MOST OFTEN

		LIBRARY USED						LIBRARY NOT USED			SEX		AGE		
		CURRENT USERS			PAST USERS	READ BOOKS			READ BOOKS						
	TOTAL	TOTAL	TOTAL	HEAVY	LIGHT		YES	NO	TOTAL	YES	NO	MALE	FEMALE	UNDER 40	40 TO 49	50 OR OVER
LIBRARY USERS	143 100.0	143 100.0	114 100.0	68 100.0	46 100.0	29 100.0	89 100.0	54 100.0				64 100.0	79 100.0	49 100.0	48 100.0	45 100.0
EXTREMELY HELPFUL	66 46.2	66 46.2	54 47.4	33 48.5	21 45.7	12 41.4	41 46.1	25 46.3				29 45.3	37 46.8	20 40.8	25 52.1	21 46.7
VERY HELPFUL	63 44.1	63 44.1	49 43.0	27 39.7	22 47.8	14 48.3	39 43.8	24 44.4				33 51.6	30 38.0	20 40.8	18 37.5	24 53.3
SOMEWHAT HELPFUL	10 7.0	10 7.0	7 6.1	6 8.8	1 2.2	3 10.3	8 9.0	2 3.7				2 3.1	8 10.1	7 14.3	3 6.3	
NOT TOO HELPFUL	2 1.4	2 1.4	2 1.8	1 1.5	1 2.2		1 1.1	1 1.9					2 2.5	2 4.1		
NOT AT ALL HELPFUL																
NO ANSWER	2 1.4	2 1.4	2 1.8	1 1.5	1 2.2			2 3.7					2 2.5		2 4.2	

(CONTINUED)

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TABLE 4 (CONT'D 2)
Q.6 OVERALL RATING OF LIBRARY USED MOST OFTEN

	RACE		INCOME				OCCUPATION		EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH		
	WHITE	NON-WHITE	UNDER $5,000	$5,000 -10000	$10000 -15000	OVER $15000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOMPLETE	HIGH SCHOOL COMPLETE	COLLEGE OR MORE	NEWARK	NOT NEWARK	NONE	ONE OR TWO	3 OR MORE
LIBRARY USERS	117 100.0	26 100.0	5 100.0	37 100.0	29 100.0	40 100.0	99 100.0	28 100.0	19 100.0	45 100.0	78 100.0	17 100.0	126 100.0	53 100.0	38 100.0	51 100.0
EXTREMELY HELPFUL	55 47.0	11 42.3	3 60.0	19 51.4	13 44.8	15 37.5	44 44.4	13 46.4	10 52.6	24 53.3	31 39.7	10 58.8	56 44.4	25 47.2	16 42.1	25 49.0
VERY HELPFUL	50 42.7	13 50.0	1 20.0	15 40.5	14 48.3	20 50.0	43 43.4	13 46.4	7 36.8	18 40.0	36 48.7	6 35.3	57 45.2	24 45.3	18 47.4	21 41.2
SOMEWHAT HELPFUL	8 6.8	2 7.7	1 20.0	2 5.4	1 3.4	3 7.5	9 9.1	1 3.6	1 5.3	2 4.4	7 9.0	1 5.9	9 7.1	1 1.9	4 10.5	4 7.8
NOT TOO HELPFUL	2 1.7			1 2.7		1 2.5	1 1.0	1 3.6		1 2.2	1 1.3		2 1.6	1 1.9		1 2.0
NOT AT ALL HELPFUL																
NO ANSWER	2 1.7			1 3.4	1 2.5	2 2.0			1 5.3		1 1.3		2 1.6	2 3.8		

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TABLE 5
Q.108 DO CHILDREN USE LIBRARY

		LIBRARY USED						LIBRARY NOT USED					AGE		
		CURRENT USERS			PAST USERS	READ BOOKS			READ BOOKS		SEX				
	TOTAL	TOTAL	TOTAL	HEAVY	LIGHT		YES	NO	TOTAL	YES	NO	MALE	FEMALE	UNDER 40	40 TO 49	50 OR OVER
TOTAL HAVING CHILDREN AT HOME	200 100.0	100 100.0	81 100.0	49 100.0	32 100.0	19 100.0	71 100.0	29 100.0	100 100.0	30 100.0	70 100.0	93 100.0	107 100.0	83 100.0	71 100.0	45 100.0
YES	167 83.5	90 90.0	72 88.9	45 91.8	27 84.4	18 94.7	62 87.3	28 96.6	77 77.0	22 73.3	55 78.6	76 81.7	91 85.0	59 71.1	66 93.0	41 91.1
NO	33 16.5	10 10.0	9 11.1	4 8.2	5 15.6	1 5.3	9 12.7	1 3.4	23 23.0	8 26.7	15 21.4	17 18.3	16 15.0	24 28.9	5 7.0	4 8.9
NO ANSWER																

(CONTINUED)

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TABLE 5 (CONT'D 2)
Q.108 DO CHILDREN USE LIBRARY

	RACE		INCOME				OCCUPATION		EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH		
	WHITE	NON-WHITE	UNDER $5,000	$5,000 -10000	$10000 -15000	OVER $15000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOM-PLETE	HIGH SCHOOL COM-PLETE	COLLEGE OR MORE	NEWARK	NOT NEWARK	NONE	ONE OR TWO	3 OR MORE
TOTAL HAVING CHILDREN AT HOME	146 100.0	54 100.0	9 100.0	67 100.0	43 100.0	46 100.0	110 100.0	67 100.0	45 100.0	75 100.0	79 100.0	35 100.0	165 100.0	98 100.0	53 100.0	48 100.0
YES	123 84.2	44 81.5	8 88.9	54 80.6	37 86.0	40 87.0	94 85.5	54 80.6	35 77.8	65 86.7	66 83.5	23 65.7	144 87.3	82 83.7	44 83.0	40 83.3
NO	23 15.8	10 18.5	1 11.1	13 19.4	6 14.0	6 13.0	16 14.5	13 19.4	10 22.2	10 13.3	13 16.5	12 34.3	21 12.7	16 16.3	9 17.0	8 16.7
NO ANSWER																

TABLE 6
Q.10C RATING OF LIBRARY SERVICES AVAILABLE TO CHILDREN

		LIBRARY USED						LIBRARY NOT USED			SEX		AGE		
		CURRENT USERS			PAST USERS	READ BOOKS			READ BOOKS						
	TOTAL	TOTAL	TOTAL	HEAVY	LIGHT		YES	NO	TOTAL	YES	NO	MALE	FEMALE	UNDER 40	40 TO 49	50 OR OVER
TOTAL HAVING CHILDREN AT HOME	200 100.0	100 100.0	81 100.0	49 100.0	32 100.0	19 100.0	71 100.0	29 100.0	100 100.0	30 100.0	70 100.0	93 100.0	107 100.0	83 100.0	71 100.0	45 100.0
EXCELLENT	82 41.0	52 52.0	41 50.6	25 51.0	16 50.0	11 57.9	38 53.5	14 48.3	30 30.0	9 30.0	21 30.0	44 47.3	38 35.5	31 37.3	29 40.8	21 46.7
VERY GOOD	72 36.0	33 33.0	28 34.6	17 34.7	11 34.4	5 26.3	21 29.6	12 41.4	39 39.0	10 33.3	29 41.4	24 25.8	48 44.9	26 31.3	29 40.8	17 37.8
FAIR	16 8.0	4 4.0	3 3.7	2 4.1	1 3.1	1 5.3	2 2.8	2 6.9	12 12.0	4 13.3	8 11.4	11 11.8	5 4.7	5 6.0	7 9.9	4 8.9
POOR	3 1.5	2 2.0	1 1.2	1 2.0		1 5.3	2 2.8		1 1.0		1 1.4	1 1.1	2 1.9	1 1.2	2 2.8	
CHILDREN TOO YOUNG	7 3.5	3 3.0	2 2.5		2 6.3	1 5.3	2 2.8	1 3.4	4 4.0	2 6.7	2 2.9	5 5.4	2 1.9	7 8.4		
OTHERS	4 2.0	2 2.0	2 2.5	2 4.1			2 2.8		2 2.0		2 2.9		4 3.7	3 3.6	1 1.4	
NO ANSWER	16 8.0	4 4.0	4 4.9	2 4.1	2 6.3		4 5.6		12 12.0	5 16.7	7 10.0	8 8.6	8 7.5	10 12.0	3 4.2	3 6.7

(CONTINUED)

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TABLE 6 (CONT'D 2)

Q.10C RATING OF LIBRARY SERVICES AVAILABLE TO CHILDREN

	RACE		INCOME				OCCUPATION		EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH		
	WHITE	NON-WHITE	UNDER $5,000	$5,000 -10000	$10000 -15000	OVER $15000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOMPLETE	HIGH SCHOOL COMPLETE	COLLEGE OR MORE	NEWARK	NOT NEWARK	NONE	ONE OR TWO	3 OR MORE
TOTAL HAVING CHILDREN AT HOME	146 100.0	54 100.0	9 100.0	67 100.0	43 100.0	46 100.0	110 100.0	67 100.0	45 100.0	75 100.0	79 100.0	35 100.0	165 100.0	98 100.0	53 100.0	48 100.0
EXCELLENT	64 43.8	18 33.3	4 44.4	24 35.8	18 41.9	22 47.8	49 44.5	25 37.3	18 40.0	30 40.0	33 41.8	6 17.1	76 46.1	35 35.7	25 47.2	22 45.8
VERY GOOD	53 36.3	19 35.2	2 22.2	27 40.3	14 32.6	16 34.8	36 32.7	28 41.8	17 37.8	29 38.7	26 32.9	12 34.3	60 36.4	40 40.8	17 32.1	14 29.2
FAIR	8 5.5	8 14.8	2 22.2	7 10.4	2 4.7	3 6.5	8 7.3	6 9.0	3 6.7	6 8.0	7 8.9	8 22.9	8 4.8	10 10.2	1 1.9	5 10.4
POOR	2 1.4	1 1.9			1 2.3	2 4.3	3 2.7			1 1.3	2 2.5		3 1.8	1 1.0	1 1.9	1 2.1
CHILDREN TOO YOUNG	4 2.7	3 5.6		3 4.5	2 4.7		4 3.6	3 4.5	1 2.2	2 2.7	4 5.1	2 5.7	5 3.0	3 3.1	3 5.7	1 2.1
OTHERS	3 2.1	1 1.9	1 11.1	1 1.5		1 2.2	1 .9		2 4.4		2 2.5	1 2.9	3 1.8	2 2.0	1 1.9	1 2.1
NO ANSWER	12 8.2	4 7.4		5 7.5	6 14.0	2 4.3	9 8.2	5 7.5	4 8.9	7 9.3	5 6.3	6 17.1	10 6.1	7 7.1	5 9.4	4 8.3

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TABLE 7a
Q.7 RATING OF LIBRARY USED MOST OFTEN ON SPECIFIC QUALITES

	LIBRARY USED								LIBRARY NOT USED			SEX		AGE		
		CURRENT USERS				PAST	READ BOOKS			READ BOOKS						
	TOTAL	TOTAL	TOTAL	HEAVY	LIGHT	USERS	YES	NO	TOTAL	YES	NO	MALE	FEMALE	UNDER 40	40 TO 49	50 OR OVER
LIBRARY USERS	143 100.0	143 100.0	114 100.0	68 100.0	46 100.0	29 100.0	89 100.0	54 100.0				64 100.0	79 100.0	49 100.0	48 100.0	45 100.0
THE AMOUNT OF PARKING SPACE																
EXCELLENT	24 16.8	24 16.8	19 16.7	13 19.1	6 13.0	5 17.2	13 14.6	11 20.4				11 17.2	13 16.5	8 16.3	8 16.7	7 15.6
VERY GOOD	34 23.8	34 23.8	28 24.6	15 22.1	13 28.3	6 20.7	22 24.7	12 22.2				18 28.1	16 20.3	14 28.6	7 14.6	13 28.9
FAIR	23 16.1	23 16.1	18 15.8	11 16.2	7 15.2	5 17.2	11 12.4	12 22.2				12 18.8	11 13.9	8 16.3	7 14.6	8 17.8
POOR	44 30.8	44 30.8	36 31.6	22 32.4	14 30.4	8 27.6	34 38.2	10 18.5				18 28.1	26 32.9	16 32.7	21 43.8	7 15.6
NOT APPLICABLE	15 10.5	15 10.5	10 8.8	6 8.8	4 8.7	5 17.2	8 9.0	7 13.0				4 6.3	11 13.9	2 4.1	3 6.3	10 22.2
NO ANSWER	3 2.1	3 2.1	3 2.6	1 1.5	2 4.3		1 1.1	2 3.7				1 1.6	2 2.5	1 2.0	2 4.2	
COMFORT																
EXCELLENT	41 28.7	41 28.7	36 31.6	19 27.9	17 37.0	5 17.2	28 31.5	13 24.1				17 26.6	24 30.4	13 26.5	14 29.2	14 31.1
VERY GOOD	75 52.4	75 52.4	55 48.2	36 52.9	19 41.3	20 69.0	40 44.9	35 64.8				38 59.4	37 46.8	21 42.9	25 52.1	28 62.2
FAIR	24 16.8	24 16.8	20 17.5	12 17.6	8 17.4	4 13.8	20 22.5	4 7.4				8 12.5	16 20.3	14 28.6	7 14.6	3 6.7
POOR																
NO ANSWER	3 2.1	3 2.1	3 2.6	1 1.5	2 4.3		1 1.1	2 3.7				1 1.6	2 2.5	1 2.0	2 4.2	

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TABLE 7a (CONT'D 2)
Q.7 RATING OF LIBRARY USED MOST OFTEN ON SPECIFIC QUALITES

	RACE		INCOME				OCCUPATION		EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH		
	WHITE	NON-WHITE	UNDER $5,000	$5,000 -10000	$10000 -15000	OVER $15000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOM-PLETE	COM-PLETE	COLLEGE OR MORE	NEWARK	NOT NEWARK	NONE	ONE OR TWO	3 OR MORE
LIBRARY USERS	117 100.0	26 100.0	5 100.0	37 100.0	29 100.0	40 100.0	99 100.0	28 100.0	19 100.0	45 100.0	78 100.0	17 100.0	126 100.0	53 100.0	38 100.0	51 100.0
THE AMOUNT OF PARKING SPACE																
EXCELLENT	20 17.1	4 15.4	1 20.0	6 16.2	6 20.7	5 12.5	17 17.2	4 14.3	4 21.1	9 20.0	11 14.1		24 19.0	10 18.9	5 13.2	8 15.7
VERY GOOD	30 25.6	4 15.4	1 20.0	7 18.9	8 27.6	8 20.0	25 25.3	5 17.9	2 10.5	8 17.8	24 30.8	1 5.9	33 26.2	12 22.6	11 28.9	11 21.6
FAIR	20 17.1	3 11.5	1 20.0	3 8.1	5 17.2	10 25.0	17 17.2	2 7.1	3 15.8	8 17.8	11 14.1	2 11.8	21 16.7	12 22.6	4 10.5	7 13.7
POOR	36 30.8	8 30.8		15 40.5	7 24.1	15 37.5	33 33.3	11 39.3	3 15.8	13 28.9	28 35.9	9 52.9	35 27.8	10 18.9	15 39.5	19 37.3
NOT APPLICABLE	8 6.8	7 26.9	2 40.0	6 16.2	2 6.9		4 4.0	6 21.4	6 31.6	7 15.6	2 2.6	5 29.4	10 7.9	7 13.2	2 5.3	6 11.8
NO ANSWER	3 2.6				1 3.4	2 5.0	3 3.0		1 5.3		2 2.6		3 2.4	2 3.8	1 2.6	
COMFORT																
EXCELLENT	34 29.1	7 26.9	2 40.0	14 37.8	8 27.6	7 17.5	29 29.3	6 21.4	6 31.6	13 28.9	22 28.2	3 17.6	38 30.2	13 24.5	14 36.8	14 27.5
VERY GOOD	62 53.0	13 50.0	2 40.0	16 43.2	19 65.5	20 50.0	50 50.5	16 57.1	10 52.6	24 53.3	40 51.3	10 58.8	65 51.6	35 66.0	13 34.2	27 52.9
FAIR	18 15.4	6 23.1	1 20.0	7 18.9	1 3.4	11 27.5	17 17.2	6 21.4	2 10.5	8 17.8	14 17.9	4 23.5	20 15.9	3 5.7	10 26.3	10 19.6
POOR																
NO ANSWER	3 2.6				1 3.4	2 5.0	3 3.0		1 5.3		2 2.6		3 2.4	2 3.8	1 2.6	

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TABLE 7b
Q.7 RATING OF LIBRARY USED MOST OFTEN ON SPECIFIC QUALITES

	LIBRARY USED								LIBRARY NOT USED			SEX		AGE		
		CURRENT USERS				PAST	READ BOOKS			READ BOOKS						
	TOTAL	TOTAL	TOTAL	HEAVY	LIGHT	USERS	YES	NO	TOTAL	YES	NO	MALE	FEMALE	UNDER 40	40 TO 49	50 OR OVER
LIBRARY USERS	143 100.0	143 100.0	114 100.0	68 100.0	46 100.0	29 100.0	89 100.0	54 100.0				64 100.0	79 100.0	49 100.0	48 100.0	45 100.0
EASE OF GETTING THERE																
EXCELLENT	56 39.2	56 39.2	46 40.4	24 35.3	22 47.8	10 34.5	36 40.4	20 37.0				25 39.1	31 39.2	24 49.0	14 29.2	17 37.8
VERY GOOD	73 51.0	73 51.0	57 50.0	40 58.8	17 37.0	16 55.2	44 49.4	29 53.7				34 53.1	39 49.4	21 42.9	27 56.3	25 55.6
FAIR	9 6.3	9 6.3	6 5.3	2 2.9	4 8.7	3 10.3	7 7.9	2 3.7				3 4.7	6 7.6	2 4.1	5 10.4	2 4.4
POOR	2 1.4	2 1.4	2 1.8	1 1.5	1 2.2		1 1.1	1 1.9				1 1.6	1 1.3	1 2.0		1 2.2
NO ANSWER	3 2.1	3 2.1	3 2.6	1 1.5	2 4.3		1 1.1	2 3.7				1 1.6	2 2.5	1 2.0	2 4.2	
AVAILIBILITY OF ANY INFORMATION YOU WANT																
EXCELLENT	43 30.1	43 30.1	34 29.8	16 23.5	18 39.1	9 31.0	28 31.5	15 27.8				22 34.4	21 26.6	13 26.5	17 35.4	13 28.9
VERY GOOD	77 53.8	77 53.8	63 55.3	41 60.3	22 47.8	14 48.3	48 53.9	29 53.7				34 53.1	43 54.4	26 53.1	23 47.9	27 60.0
FAIR	9 6.3	9 6.3	8 7.0	6 8.8	2 4.3	1 3.4	8 9.0	1 1.9				2 3.1	7 8.9	6 12.2	2 4.2	1 2.2
POOR	1 .7	1 .7	1 .9		1 2.2			1 1.9					1 1.3	1 2.0		
NOT APPLICABLE	10 7.0	10 7.0	5 4.4	4 5.9	1 2.2	5 17.2	4 4.5	6 11.1				5 7.8	5 6.3	2 4.1	4 8.3	4 8.9
NO ANSWER	3 2.1	3 2.1	3 2.6	1 1.5	2 4.3		1 1.1	2 3.7				1 1.6	2 2.5	1 2.0	2 4.2	

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TABLE 7b (CONT'D 2)
Q.7 RATING OF LIBRARY USED MOST OFTEN ON SPECIFIC QUALITES

	RACE		INCOME				OCCUPATION		EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH		
	WHITE	NON-WHITE	UNDER $5,000	$5,000 -10000	$10000 -15000	OVER $15000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOM-PLETE	HIGH SCHOOL COM-PLETE	COLLEGE OR MORE	NEWARK	NOT NEWARK	NONE	ONE OR TWO	3 OR MORE
LIBRARY USERS	117 100.0	26 100.0	5 100.0	37 100.0	29 100.0	40 100.0	99 100.0	28 100.0	19 100.0	45 100.0	78 100.0	17 100.0	126 100.0	53 100.0	38 100.0	51 100.0
EASE OF GETTING THERE																
EXCELLENT	46 39.3	10 38.5	2 40.0	17 45.9	12 41.4	11 27.5	39 39.4	9 32.1	8 42.1	17 37.8	30 38.5	3 17.6	53 42.1	20 37.7	15 39.5	21 41.2
VERY GOOD	59 50.4	14 53.8	2 40.0	17 45.9	15 51.7	23 57.5	48 48.5	18 64.3	9 47.4	25 55.6	39 50.0	10 58.8	63 50.0	28 52.8	19 50.0	25 49.0
FAIR	8 6.8	1 3.8	1 20.0	2 5.4	1 3.4	4 10.0	8 8.1	1 3.6	1 5.3	3 6.7	5 6.4	3 17.6	6 4.8	2 3.8	3 7.9	4 7.8
POOR	1 .9	1 3.8		1 2.7			1 1.0				2 2.6	1 5.9	1 .8	1 1.9		1 2.0
NO ANSWER	3 2.6				1 3.4	2 5.0	3 3.0		1 5.3		2 2.6		3 2.4	2 3.8	1 2.6	
AVAILIBILITY OF ANY INFORMATION YOU WANT																
EXCELLENT	35 29.9	8 30.8	2 40.0	12 32.4	6 20.7	12 30.0	29 29.3	8 28.6	8 42.1	9 20.0	25 32.1	4 23.5	39 31.0	15 28.3	13 34.2	15 29.4
VERY GOOD	62 53.0	15 57.7	2 40.0	20 54.1	17 58.6	20 50.0	52 52.5	15 53.6	7 36.8	29 64.4	41 52.6	11 64.7	66 52.4	29 54.7	19 50.0	29 56.9
FAIR	8 6.8	1 3.8	1 20.0	1 2.7	3 10.3	3 7.5	8 8.1	1 3.6	1 5.3	2 4.4	6 7.7	1 5.9	8 6.3	1 1.9	3 7.9	5 9.8
POOR	1 .9			1 2.7				1 3.6		1 2.2			1 .8	1 1.9		
NOT APPLICABLE	8 6.6	2 7.7		3 8.1	2 6.9	3 7.5	7 7.1	3 10.7	2 10.5	4 8.9	4 5.1	1 5.9	9 7.1	5 9.4	2 5.3	2 3.9
NO ANSWER	3 2.6				1 3.4	2 5.0	3 3.0		1 5.3		2 2.6		3 2.4	2 3.8	1 2.6	

TABLE 7c

PUBLIC LIBRARY ATTITUDE STUDY

Q.7 RATING OF LIBRARY USED MOST OFTEN ON SPECIFIC QUALITES

	LIBRARY USED								LIBRARY NOT USED			SEX		AGE		
		CURRENT USERS				PAST USERS	READ BOOKS			READ BOOKS						
	TOTAL	TOTAL	TOTAL	HEAVY	LIGHT		YES	NO	TOTAL	YES	NO	MALE	FEMALE	UNDER 40	40 TO 49	50 OR OVER
LIBRARY USERS	143 100.0	143 100.0	114 100.0	68 100.0	46 100.0	29 100.0	89 100.0	54 100.0				64 100.0	79 100.0	49 100.0	48 100.0	45 100.0
THE NUMBER OF SEATS																
EXCELLENT	39 27.3	39 27.3	30 26.3	15 22.1	15 32.6	9 31.0	21 23.6	18 33.3				18 28.1	21 26.6	15 30.6	13 27.1	11 24.4
VERY GOOD	80 55.9	80 55.9	65 57.0	43 63.2	22 47.8	15 51.7	49 55.1	31 57.4				35 54.7	45 57.0	25 51.0	25 52.1	29 64.4
FAIR	12 8.4	12 8.4	9 7.9	5 7.4	4 8.7	3 10.3	11 12.4	1 1.9				7 10.9	5 6.3	3 6.1	5 10.4	4 8.9
POOR	7 4.9	7 4.9	6 5.3	3 4.4	3 6.5	1 3.4	5 5.6	2 3.7				2 3.1	5 6.3	4 8.2	2 4.2	1 2.2
NO ANSWER	5 3.5	5 3.5	4 3.5	2 2.9	2 4.3	1 3.4	3 3.4	2 3.7				2 3.1	3 3.8	2 4.1	3 6.3	
QUIETNESS																
EXCELLENT	65 45.5	65 45.5	54 47.4	31 45.6	23 50.0	11 37.9	36 40.4	29 53.7				32 50.0	33 41.8	21 42.9	21 43.8	22 48.9
VERY GOOD	64 44.8	64 44.8	47 41.2	29 42.6	18 39.1	17 58.6	42 47.2	22 40.7				26 40.6	38 48.1	21 42.9	22 45.8	21 46.7
FAIR	7 4.9	7 4.9	6 5.3	5 7.4	1 2.2	1 3.4	7 7.9					4 6.3	3 3.8	4 8.2	2 4.2	1 2.2
POOR	3 2.1	3 2.1	3 2.6	1 1.5	2 4.3		2 2.2	1 1.9				1 1.6	2 2.5	2 4.1	1 2.1	
NO ANSWER	4 2.8	4 2.8	4 3.5	2 2.9	2 4.3		2 2.2	2 3.7				1 1.6	3 3.8	1 2.0	2 4.2	1 2.2

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TABLE 7c (CONT'D 2)
Q.7 RATING OF LIBRARY USED MOST OFTEN ON SPECIFIC QUALITES

	RACE		INCOME				OCCUPATION		EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH		
	WHITE	NON-WHITE	UNDER $5,000	$5,000 -10000	$10000 -15000	OVER $15000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOM-PLETE	COM-PLETE	COLLEGE OR MORE	NEWARK	NOT NEWARK	NONE	ONE OR TWO	3 OR MORE
LIBRARY USERS	117	26	5	37	29	40	99	28	19	45	78	17	126	53	38	51
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
THE NUMBER OF SEATS																
EXCELLENT	32	7	1	16	5	8	25	9	5	13	20	2	37	18	8	13
	27.4	26.9	20.0	43.2	17.2	20.0	25.3	32.1	26.3	28.9	25.6	11.8	29.4	34.0	21.1	25.5
VERY GOOD	67	13	3	16	20	21	56	15	9	27	44	12	68	30	23	26
	57.3	50.0	60.0	43.2	69.0	52.5	56.6	53.6	47.4	60.0	56.4	70.6	54.0	56.6	60.5	51.0
FAIR	8	4	1	1	1	7	10	1	1	4	7	2	10	1	4	7
	6.8	15.4	20.0	2.7	3.4	17.5	10.1	3.6	5.3	8.9	9.0	11.8	7.9	1.9	10.5	13.7
POOR	5	2		4	2	1	4	3	2	1	4	1	6	2		5
	4.3	7.7		10.8	6.9	2.5	4.0	10.7	10.5	2.2	5.1	5.9	4.8	3.8		9.8
NO ANSWER	5				1	3	4		2		3		5	2	3	
	4.3				3.4	7.5	4.0		10.5		3.8		4.0	3.8	7.9	
QUIETNESS																
EXCELLENT	54	11	2	18	14	15	44	10	9	19	36	3	62	29	15	21
	46.2	42.3	40.0	48.6	48.3	37.5	44.4	35.7	47.4	42.2	46.2	17.6	49.2	54.7	39.5	41.2
VERY GOOD	54	10	2	15	14	17	44	16	9	22	33	12	52	21	17	25
	46.2	38.5	40.0	40.5	48.3	42.5	44.4	57.1	47.4	48.9	42.3	70.6	41.3	39.6	44.7	49.0
FAIR	4	3	1	2		4	5	1		2	5	2	5		3	4
	3.4	11.5	20.0	5.4		10.0	5.1	3.6		4.4	6.4	11.8	4.0		7.9	7.8
POOR	1	2		2		1	2	1		2	1		3	1	1	1
	.9	7.7		5.4		2.5	2.0	3.6		4.4	1.3		2.4	1.9	2.6	2.0
NO ANSWER	4				1	3	4		1		3		4	2	2	
	3.4				3.4	7.5	4.0		5.3		3.8		3.2	3.8	5.3	

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TABLE 7d
Q.7 RATING OF LIBRARY USED MOST OFTEN ON SPECIFIC QUALITES

	LIBRARY USED							LIBRARY NOT USED			SEX		AGE		
		CURRENT USERS				READ BOOKS			READ BOOKS						
	TOTAL	TOTAL	TOTAL	HEAVY	LIGHT	PAST USERS	YES	NO	TOTAL	YES	NO	MALE	FEMALE	UNDER 40	40 TO 49	50 OR OVER
LIBRARY USERS	143 100.0	143 100.0	114 100.0	68 100.0	46 100.0	29 100.0	89 100.0	54 100.0				64 100.0	79 100.0	49 100.0	48 100.0	45 100.0
AVAILABILITY OF THE BOOKS YOU WANT																
EXCELLENT	49 34.3	49 34.3	42 36.8	20 29.4	22 47.8	7 24.1	30 33.7	19 35.2				26 40.6	23 29.1	15 30.6	18 37.5	15 33.3
VERY GOOD	62 43.4	62 43.4	45 39.5	32 47.1	13 28.3	17 58.6	40 44.9	22 40.7				25 39.1	37 46.8	20 40.8	18 37.5	24 53.3
FAIR	24 16.8	24 16.8	19 16.7	12 17.6	7 15.2	5 17.2	16 18.0	8 14.8				11 17.2	13 16.5	11 22.4	8 16.7	5 11.1
POOR	2 1.4	2 1.4	2 1.8	1 1.5	1 2.2		1 1.1	1 1.9					2 2.5	2 4.1		
NO ANSWER	6 4.2	6 4.2	6 5.3	3 4.4	3 6.5		2 2.2	4 7.4				2 3.1	4 5.1	1 2.0	4 8.3	1 2.2
HOURS OPEN																
EXCELLENT	52 36.4	52 36.4	39 34.2	22 32.4	17 37.0	13 44.8	31 34.8	21 38.9				21 32.8	31 39.2	17 34.7	20 41.7	15 33.3
VERY GOOD	72 50.3	72 50.3	57 50.0	36 52.9	21 45.7	15 51.7	46 51.7	26 48.1				35 54.7	37 46.8	25 51.0	22 45.8	24 53.3
FAIR	12 8.4	12 8.4	11 9.6	8 11.8	3 6.5	1 3.4	9 10.1	3 5.6				5 7.8	7 8.9	5 10.2	3 6.3	4 8.9
POOR	1 .7	1 .7	1 .9	1 1.5			1 1.1						1 1.3		1 2.1	
NO ANSWER	6 4.2	6 4.2	6 5.3	1 1.5	5 10.9		2 2.2	4 7.4				3 4.7	3 3.8	2 4.1	2 4.2	2 4.4

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TABLE 7d (CONT'D 2)
Q.7 RATING OF LIBRARY USED MOST OFTEN ON SPECIFIC QUALITES

	RACE		INCOME				OCCUPATION		EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH		
	WHITE	NON-WHITE	UNDER $5,000	$5,000 -10000	$10000 -15000	OVER $15000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOM-PLETE	HIGH SCHOOL COM-PLETE	COLLEGE OR MORE	NEWARK	NOT NEWARK	NONE	ONE OR TWO	3 OR MORE
LIBRARY USERS	117 100.0	26 100.0	5 100.0	37 100.0	29 100.0	40 100.0	99 100.0	28 100.0	19 100.0	45 100.0	78 100.0	17 100.0	126 100.0	53 100.0	38 100.0	51 100.0
AVAILABILITY OF THE BOOKS YOU WANT																
EXCELLENT	40 34.2	9 34.6	1 20.0	15 40.5	11 37.9	10 25.0	34 34.3	8 28.6	7 36.8	14 31.1	28 35.9	2 11.8	47 37.3	19 35.8	12 31.6	18 35.3
VERY GOOD	50 42.7	12 46.2	3 60.0	17 45.9	9 31.0	17 42.5	41 41.4	14 50.0	9 47.4	23 51.1	30 38.5	12 70.6	50 39.7	21 39.6	17 44.7	23 45.1
FAIR	19 16.2	5 19.2	1 20.0	3 8.1	7 24.1	11 27.5	18 18.2	4 14.3	1 5.3	5 11.1	17 21.8	3 17.6	21 16.7	8 15.1	7 18.4	9 17.6
POOR	2 1.7			2 5.4				2 7.1	1 5.3	1 2.2			2 1.6	1 1.9	1 2.6	
NO ANSWER	6 5.1				2 6.9	2 5.0	6 6.1		1 5.3	2 4.4	3 3.8		6 4.8	4 7.5	1 2.6	1 2.0
HOURS OPEN																
EXCELLENT	40 34.2	12 46.2	1 20.0	19 51.4	9 31.0	10 25.0	34 34.3	8 28.6	8 42.1	16 35.6	27 34.6	5 29.4	47 37.3	21 39.6	14 36.8	17 33.3
VERY GOOD	62 53.0	10 38.5	3 60.0	15 40.5	16 55.2	23 57.5	49 49.5	17 60.7	7 36.8	26 57.8	39 50.0	8 47.1	64 50.8	25 47.2	19 50.0	27 52.9
FAIR	8 6.8	4 15.4	1 20.0	3 8.1	3 10.3	4 10.0	10 10.1	2 7.1	2 10.5	2 4.4	8 10.3	2 11.8	10 7.9	3 5.7	3 7.9	6 11.8
POOR	1 .9					1 2.5	1 1.0				1 1.3	1 5.9				1 2.0
NO ANSWER	6 5.1				1 3.4	2 5.0	5 5.1	1 3.6	2 10.5	1 2.2	3 3.8	1 5.9	5 4.0	4 7.5	2 5.3	

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TABLE 7e

PUBLIC LIBRARY ATTITUDE STUDY

Q.7 RATING OF LIBRARY USED MOST OFTEN ON SPECIFIC QUALITES

	LIBRARY USED								LIBRARY NOT USED			SEX		AGE		
		CURRENT USERS				PAST USERS	READ BOOKS			READ BOOKS						
	TOTAL	TOTAL	TOTAL	HEAVY	LIGHT		YES	NO	TOTAL	YES	NO	MALE	FEMALE	UNDER 40	40 TO 49	50 OR OVER
LIBRARY USERS	143 100.0	143 100.0	114 100.0	68 100.0	46 100.0	29 100.0	89 100.0	54 100.0				64 100.0	79 100.0	49 100.0	48 100.0	45 100.0
PROVIDING INFORMATION BY TELEPHONE																
EXCELLENT	24 16.8	24 16.8	22 19.3	9 13.2	13 28.3	2 6.9	15 16.9	9 16.7				10 15.6	14 17.7	10 20.4	6 12.5	8 17.8
VERY GOOD	48 33.6	48 33.6	37 32.5	20 29.4	17 37.0	11 37.9	30 33.7	18 33.3				17 26.6	31 39.2	18 36.7	15 31.3	14 31.1
FAIR	4 2.8	4 2.8	3 2.6	2 2.9	1 2.2	1 3.4	2 2.2	2 3.7				3 4.7	1 1.3	2 4.1	1 2.1	1 2.2
POOR	1 .7	1 .7	1 .9	1 1.5			1 1.1						1 1.3	1 2.0		
NOT APPLICABLE	62 43.4	62 43.4	47 41.2	34 50.0	13 28.3	15 51.7	39 43.8	23 42.6				33 51.6	29 36.7	17 34.7	23 47.9	22 48.9
NO ANSWER	4 2.8	4 2.8	4 3.5	2 2.9	2 4.3		2 2.2	2 3.7				1 1.6	3 3.8	1 2.0	3 6.3	
HELPFULNESS OF STAFF																
EXCELLENT	76 53.1	76 53.1	63 55.3	37 54.4	26 56.5	13 44.8	49 55.1	27 50.0				36 56.3	40 50.6	25 51.0	30 62.5	20 44.4
VERY GOOD	60 42.0	60 42.0	46 40.4	28 41.2	18 39.1	14 48.3	35 39.3	25 46.3				26 40.6	34 43.0	20 40.8	15 31.3	25 55.6
FAIR	3 2.1	3 2.1	1 .9	1 1.5		2 6.9	3 3.4					1 1.6	2 2.5	2 4.1	1 2.1	
POOR	1 .7	1 .7	1 .9	1 1.5			1 1.1						1 1.3	1 2.0		
NO ANSWER	3 2.1	3 2.1	3 2.6	1 1.5	2 4.3		1 1.1	2 3.7				1 1.6	2 2.5	1 2.0	2 4.2	

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TABLE 7e (CONT'D 2)
Q.7 RATING OF LIBRARY USED MOST OFTEN ON SPECIFIC QUALITES

	RACE		INCOME				OCCUPATION		EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH		
	WHITE	NON-WHITE	UNDER $5,000	$5,000 -10000	$10000 -15000	OVER $15000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOM-PLETE	HIGH SCHOOL COM-PLETE	COLLEGE OR MORE	NEWARK	NOT NEWARK	NONE	ONE OR TWO	3 OR MORE
LIBRARY USERS	117 100.0	26 100.0	5 100.0	37 100.0	29 100.0	40 100.0	99 100.0	28 100.0	19 100.0	45 100.0	78 100.0	17 100.0	126 100.0	53 100.0	38 100.0	51 100.0
PROVIDING INFORMATION BY TELEPHONE																
EXCELLENT	18 15.4	6 23.1	1 20.0	11 29.7	3 10.3	6 15.0	17 17.2	6 21.4	3 15.8	4 8.9	17 21.8	1 5.9	23 18.3	9 17.0	4 10.5	11 21.6
VERY GOOD	37 31.6	11 42.3	2 40.0	10 27.0	11 37.9	10 25.0	32 32.3	10 35.7	7 36.8	18 40.0	23 29.5	10 58.8	38 30.2	18 34.0	16 42.1	14 27.5
FAIR	2 1.7	2 7.7	1 20.0		1 3.4	1 2.5	3 3.0			1 2.2	3 3.8	2 11.8	2 1.6	2 3.8	1 2.6	1 2.0
POOR	1 .9					1 2.5	1 1.0				1 1.3		1 .8		1 2.6	
NOT APPLICABLE	55 47.0	7 26.9	1 20.0	16 43.2	13 44.8	19 47.5	42 42.4	12 42.9	8 42.1	22 48.9	31 39.7	3 17.6	59 46.8	22 41.5	15 39.5	24 47.1
NO ANSWER	4 3.4				1 3.4	3 7.5	4 4.0		1 5.3		3 3.8	1 5.9	3 2.4	2 3.8	1 2.6	1 2.0
HELPFULNESS OF STAFF																
EXCELLENT	64 54.7	12 46.2	2 40.0	23 62.2	12 41.4	21 52.5	50 50.5	16 57.1	11 57.9	25 55.6	39 50.0	9 52.9	67 53.2	27 50.9	16 42.1	33 64.7
VERY GOOD	47 40.2	13 50.0	2 40.0	14 37.8	16 55.2	15 37.5	42 42.4	12 42.9	7 36.8	19 42.2	34 43.6	7 41.2	53 42.1	24 45.3	18 47.4	17 33.3
FAIR	2 1.7	1 3.8	1 20.0			1 2.5	3 3.0			1 2.2	2 2.6	1 5.9	2 1.6		2 5.3	1 2.0
POOR	1 .9					1 2.5	1 1.0				1 1.3		1 .8		1 2.6	
NO ANSWER	3 2.6				1 3.4	2 5.0	3 3.0		1 5.3		2 2.6		3 2.4	2 3.8	1 2.6	

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TABLE 7f
Q.7 RATING OF LIBRARY USED MOST OFTEN ON SPECIFIC QUALITES

	LIBRARY USED								LIBRARY NOT USED			SEX		AGE		
			CURRENT USERS				READ BOOKS			READ BOOKS						
	TOTAL	TOTAL	TOTAL	HEAVY	LIGHT	PAST USERS	YES	NO	TOTAL	YES	NO	MALE	FEMALE	UNDER 40	40 TO 49	50 OR OVER
LIBRARY USERS	143 100.0	143 100.0	114 100.0	68 100.0	46 100.0	29 100.0	89 100.0	54 100.0				64 100.0	79 100.0	49 100.0	48 100.0	45 100.0
EASE OF FINDING WHAT YOU WANT																
EXCELLENT	46 32.2	46 32.2	36 31.6	22 32.4	14 30.4	10 34.5	31 34.8	15 27.8				22 34.4	24 30.4	14 28.6	15 31.3	16 35.6
VERY GOOD	80 55.9	80 55.9	62 54.4	38 55.9	24 52.2	18 62.1	50 56.2	30 55.6				34 53.1	46 58.2	30 61.2	22 45.8	28 62.2
FAIR	12 8.4	12 8.4	11 9.6	5 7.4	6 13.0	1 3.4	6 6.7	6 11.1				6 9.4	6 7.6	4 8.2	7 14.6	1 2.2
POOR																
NO ANSWER	5 3.5	5 3.5	5 4.4	3 4.4	2 4.3		2 2.2	3 5.6				2 3.1	3 3.8	1 2.0	4 8.3	

(CONTINUED)

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TABLE 7f (CONT'D 2)

Q.7 RATING OF LIBRARY USED MOST OFTEN ON SPECIFIC QUALITES

		RACE		INCOME				OCCUPATION		EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH		
		WHITE	NON-WHITE	UNDER $5,000	$5,000 -10000	$10000 -15000	OVER $15000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOM-PLETE	HIGH SCHOOL COM-PLETE	COLLEGE OR MORE	NEWARK	NOT NEWARK	NONE	ONE OR TWO	3 OR MORE
LIBRARY USERS		117 100.0	26 100.0	5 100.0	37 100.0	29 100.0	40 100.0	99 100.0	28 100.0	19 100.0	45 100.0	78 100.0	17 100.0	126 100.0	53 100.0	38 100.0	51 100.0
EASE OF FINDING WHAT YOU WANT																	
	EXCELLENT	38 32.5	8 30.8	2 40.0	16 43.2	5 17.2	7 17.5	27 27.3	9 32.1	7 36.8	14 31.1	24 30.8	3 17.6	43 34.1	15 28.3	11 28.9	20 39.2
	VERY GOOD	68 58.1	12 46.2	2 40.0	17 45.9	19 65.5	27 67.5	56 56.6	18 64.3	10 52.6	26 57.8	44 56.4	12 70.6	68 54.0	29 54.7	23 60.5	27 52.9
	FAIR	6 5.1	6 23.1	1 20.0	4 10.8	3 10.3	3 7.5	11 11.1	1 3.6	1 5.3	4 8.9	7 9.0	1 5.9	11 8.7	6 11.3	3 7.9	3 5.9
	POOR																
	NO ANSWER	5 4.3		2 6.9	3 7.5	5 5.1		1 5.3	1 2.2	3 3.8	1 5.9	4 3.2	3 5.7	1 2.6	1 2.0		

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TABLE 8
U3/4 SUGGESTED CHANGES AND/OR IMPROVEMENTS TO LIBRARY SERVICES

	LIBRARY USED								LIBRARY NOT USED			SEX		AGE		
		CURRENT USERS				PAST USERS	READ BOOKS			READ BOOKS						
	TOTAL	TOTAL	TOTAL	HEAVY	LIGHT		YES	NO	TOTAL	YES	NO	MALE	FEMALE	UNDER 40	40 TO 49	50 OR OVER
TOTAL RESPONDENTS	354 100.0	143 100.0	114 100.0	68 100.0	46 100.0	29 100.0	89 100.0	54 100.0	211 100.0	65 100.0	146 100.0	172 100.0	182 100.0	105 100.0	99 100.0	148 100.0
A BRANCH CLOSER TO WHERE I LIVE/ LIBRARY TOO FAR	10 2.8								10 4.7	6 9.2	4 2.7	4 2.3	6 3.3	4 3.8	2 2.0	4 2.7
A BOOKMOBILE	12 3.4	1 .7				1 3.4		1 1.9	11 5.2	2 3.1	9 6.2	4 2.3	8 4.4	7 6.7	3 3.0	2 1.4
A DELIVERY SERVICE/ HOME DELIVERY	1 .3	1 .7	1 .9	1 1.5			1 1.1					1 .6		1 1.0		
MORE PROGRAMS FOR CHILDREN/SENIOR CITIZENS	8 2.3	4 2.8	2 1.8	1 1.5	1 2.2	2 6.9	2 2.2	2 3.7	4 1.9		4 2.7	5 2.9	3 1.6	3 2.9	3 3.0	2 1.4
LATER EVENING HOURS, OPENED LATER ON SATURDAY	7 2.0	7 4.9	7 6.1	6 8.8	1 2.2		6 6.7	1 1.9				5 2.9	2 1.1	4 3.8	2 2.0	1 .7
HAVE SUMMER PROGRAMS (STORY HRS,ETC)																
FILMS, FILM PROGRAMS	7 2.0	3 2.1	3 2.6	1 1.5	2 4.3		2 2.2	1 1.9	4 1.9	1 1.5	3 2.1	5 2.9	2 1.1	4 3.8		3 2.0
MORE DIVERSITY IN SCOPE OF BOOKS AVAILABLE (LANGUAGE, SEWING, ETC)	7 2.0	5 3.5	5 4.4	3 4.4	2 4.3		4 4.5	1 1.9	2 .9		2 1.4	5 2.9	2 1.1	5 4.8	2 2.0	
IMPROVE CATALOGUING SYSTEM/DIFFICULT TO FIND BOOKS	5 1.4	3 2.1	3 2.6	2 2.9	1 2.2		3 3.4		2 .9	1 1.5	1 .7	2 1.2	3 1.6	1 1.0	2 2.0	2 1.4
MORE BEST SELLERS	2 .6	1 .7	1 .9	1 1.5			1 1.1		1 .5		1 .7	2 1.2		1 1.0		1 .7
MORE COPIES OF BEST SELLERS/SHORTER WAITING PERIOD	6 1.7	6 4.2	4 3.5	3 4.4	1 2.2	2 6.9	4 4.5	2 3.7					6 3.8	2 1.9	4 3.0	

(CONTINUED)

TABLE 8 (CONT'D 2)
Q3/4 SUGGESTED CHANGES AND/OR IMPROVEMENTS TO LIBRARY SERVICES

		LIBRARY USED						LIBRARY NOT USED					AGE		
		CURRENT USERS			PAST USERS	READ BOOKS			READ BOOKS		SEX				
	TOTAL	TOTAL	TOTAL	HEAVY	LIGHT		YES	NO	TOTAL	YES	NO	MALE	FEMALE	UNDER 40	40 TO 49	50 OR OVER
MORE UP-TO-DATE BOOKS IN GENERAL	6 1.7	5 3.5	4 5.5	3 4.4	1 2.2	1 3.4	3 3.4	2 3.7	1 .5		1 .7	1 .6	5 2.7	5 4.8		1 .7
MORE COPIES OF BOOKS SO AS TO AVOID LAG TIME AT LIBRARY	2 .6	2 1.4	2 1.8		2 4.3		1 1.1	1 1.9				2 1.4		1 1.0		1 .7
MORE TECHNICAL REFERENCES OR SPECIAL MATERIALS	12 3.4	8 5.6	7 7.8	7 10.3	1 2.2		5 5.6	3 5.6	4 1.9	3 4.6	1 .7	7 4.1	5 2.7	5 4.8	4 4.0	3 2.0
IMPROVE CONDITIONS OF BOOKS (REPAIR OR REPLACE)	2 .6	2 1.4	1 .9		1 2.2	1 3.4	2 2.2						2 1.1		2 2.0	
SEND OUT MAILINGS OF NEW LISTINGS, ADVERTISE WHAT LIBRARY OFFERS	5 1.4	3 2.1	2 2.6	1 1.5	2 4.3		1 1.1	2 3.7	2 .9		2 1.4	1 .6	4 2.2	3 2.9		2 1.4
COMMUNITY EDUCATION PLAN FOR YOUNG PEOPLE WITH NO PARENTS	2 .6	1 .7	1 .9		1 2.2		1 1.9	1 .5			1 .7	1 .6	1 .5		1 1.0	1 .7
WANT INFORMATION ON HOW TO USE THE LIBRARY	2 .6	1 .7	1 .9	1 1.5			1 1.1		1 .5		1 .7		2 1.1		1 1.0	1 .7
MORE MATERIAL ON NEGRO STUDIES	4 1.1	3 2.1	3 2.6	1 1.5	2 4.3		3 3.4		1 .5		1 .7	2 1.2	2 1.1	3 2.9	1 1.0	
MODERNIZE BUILDING, MAKE IT MORE ATTRACTIVE	2 .6								2 .9	1 1.5	1 .7	1 .6	1 .5	2 1.9		
IMPROVE PARKING FACILITIES	7 2.0	5 3.5	5 4.4	4 5.9	1 2.2		3 3.4	2 3.7	2 .9		2 1.4	3 1.7	4 2.2	2 1.9	4 4.0	1 .7

(CONTINUED)

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TABLE 8
Q3/4 SUGGESTED CHANGES AND/OR IMPROVEMENTS TO LIBRARY SERVICES

	RACE		INCOME				OCCUPATION		EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH		
	WHITE	NON-WHITE	UNDER $5,000	$5,000 -10000	$10000 -15000	OVER $15000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOM-PLETE	HIGH SCHOOL COM-PLETE	COLLEGE OR MORE	NEWARK	NOT NEWARK	NONE	ONE OR TWO	3 OR MORE
TOTAL RESPONDENTS	253 100.0	101 100.0	72 100.0	111 100.0	61 100.0	59 100.0	170 100.0	113 100.0	109 100.0	120 100.0	123 100.0	83 100.0	271 100.0	199 100.0	80 100.0	74 100.0
A BRANCH CLOSER TO WHERE I LIVE/ LIBRARY TOO FAR	3 1.2	7 6.9	4 5.6	4 3.6	3 4.9		1 .6	8 7.1	4 3.7	5 4.2	1 .8	9 10.8	1 .4	4 2.0	2 2.5	4 5.4
A BOOKMOBILE	4 1.6	8 7.9	5 6.8	4 3.6	1 1.6	1 1.4	2 1.2	6 5.3	6 5.5	4 3.3	1 .8	6 7.2	6 2.2	10 5.0	1 1.3	1 1.4
A DELIVERY SERVICE/ HOME DELIVERY	1 .4					1 1.4	1 .6				1 .8		1 .4			1 1.4
MORE PROGRAMS FOR CHILDREN/SENIOR CITIZENS	6 2.5	4 4.0	1 1.9	1 .9	2 3.3	3 4.3	4 2.4	1 .9	2 1.8	1 .8	4 3.3	2 2.4	6 2.2	6 3.0		2 2.7
LATER EVENING HOURS. OPENED LATER ON SATURDAY	6 2.4	1 1.0		2 1.8	2 3.3	2 2.9	6 3.5	1 .9		2 1.7	5 4.1		7 2.6	1 .5	3 3.8	3 4.1
HAVE SUMMER PROGRAMS (STORY HRS.,ETC)																
FILMS. FILM PROGRAMS	4 1.6	3 3.0	2 2.8	1 .9		4 5.8	5 2.9		2 1.8	2 1.7	3 2.4	1 1.2	6 2.2	4 2.0	2 2.5	1 1.4
MORE DIVERSITY IN SCOPE OF BOOKS AVAILABLE (LANGUAGE. SEWING. ETC)	3 1.2	4 4.0		4 3.6	1 1.6	2 2.9	4 2.4	3 2.7	2 1.8	1 .8	4 3.3	2 2.4	5 1.8	3 1.5	2 2.5	2 2.7
IMPROVE CATALOGUING SYSTEM/DIFFICULT TO FIND BOOKS	2 .8	3 3.0	1 1.9	3 2.7		1 1.4	1 .6	3 2.7	1 .9	3 2.5	1 .8	3 3.6	2 .7	1 .5	1 1.3	3 4.1
MORE BEST SELLERS	1 .4	1 1.0		1 .9	1 1.6		1 .6	1 .9	1 .9		1 .8	1 1.2	1 .4	1 .5		1 1.4
MORE COPIES OF BEST SELLERS/SHORTER WAITING PERIOD	6 2.4			1 .9	2 3.3	3 4.3	4 2.4	2 1.8	1 .9		5 4.1		6 2.2	2 1.0	1 1.3	3 4.1

(CONTINUED)

TABLE 8 (CONT'D 2)

PUBLIC LIBRARY ATTITUDE STUDY

03/4 SUGGESTED CHANGES AND/OR IMPROVEMENTS TO LIBRARY SERVICES

	RACE		INCOME				OCCUPATION		EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH		
	WHITE	NON-WHITE	UNDER $5,000	$5,000 -10000	$10000 -15000	OVER $15000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOM- PLETE	HIGH SCHOOL COM- PLETE	COLLEGE OR MORE	NEWARK	NOT NEWARK	NONE	ONE OR TWO	3 OR MORE
MORE UP-TO-DATE BOOKS IN GENERAL	5 2.0	1 1.0	1 1.9	2 1.8		1 1.4	3 1.8	1 .9	1 .9	2 1.7	3 2.4	1 1.2	5 1.8	3 1.5		3 4.1
MORE BOOKS AT BRANCHES SO AS TO AVOID TRIP TO MAIN LIBRARY	1 .4	1 1.0		1 .9	1 1.6		1 .6	1 .9		1 .8	1 .8		2 .7	1 .5	1 1.3	
MORE TECHNICAL REFERENCES (RESEARCH MATERIAL)	12 4.7			1 .9	3 4.9	6 8.7	10 5.9	2 1.8		4 3.3	8 6.5		12 4.4	4 2.0	2 2.5	6 8.1
IMPROVE CONDITIONS OF BOOKS (REPAIR OR REPLACE)	2 .8				1 1.6	1 1.4	2 1.2			1 .8	1 .8	1 1.2	1 .4		1 1.3	1 1.4
SEND OUT MAILING OF NEW LISTINGS, ADVERTISE WHAT LIBRARY OFFERS	2 .8	1 1.0		2 1.8	2 3.3		2 1.2	3 2.7	2 1.8	1 .8	2 1.6	2 2.4	3 1.1	4 2.0		1 1.4
COMMUNITY EDUCATION PLAN FOR YOUNG PEOPLE WITH THE PARENTS		2 2.0		2 1.8				1 .9	1 .9		1 .8	2 2.4		2 1.0		
WANT INFORMATION ON HOW TO USE THE LIBRARY	1 .4	1 1.0	1 1.9	1 .9			1 .6		1 .9	1 .8		1 1.2	1 .4	1 .5	1 1.3	
MORE MATERIAL ON NEGRO STUDIES		4 4.0	1 1.9	1 .9	1 1.6		2 1.2	2 1.8		2 1.7	2 1.6	2 2.4	2 .7	1 .5	1 1.3	2 2.7
MODERNIZE BUILDING, MAKE IT MORE ATTRACTIVE	1 .4	1 1.0		1 .9	1 1.6		2 1.2		1 .9		1 .8		2 .7	1 .5		1 1.4
IMPROVE PARKING FACILITIES	5 2.0	2 2.0		2 1.8	1 1.6		6 3.5	1 .9		4 3.3	3 2.4		7 2.6	4 2.0		3 4.1

(CONTINUED)

TABLE 8 (CONT'D 3)
03/4 SUGGESTED CHANGES AND/OR IMPROVEMENTS TO LIBRARY SERVICES

		LIBRARY USED						LIBRARY NOT USED					AGE		
		CURRENT USERS				READ BOOKS			READ BOOKS		SEX				
	TOTAL	TOTAL	TOTAL	HEAVY	LIGHT	PAST USERS	YES	NO	TOTAL	YES	NO	MALE	FEMALE	UNDER 40	40 TO 49	50 OR OVER
LIBRARY VERY ADEQUATE AS IS/NO NEED FOR CHANGES OR IMPROVEMENTS/NO SUGGESTIONS GIVEN	215	66	50	26	24	16	37	29	149	45	104	112	103	49	59	105
	60.7	46.2	43.9	38.2	52.2	55.2	41.6	53.7	70.6	69.2	71.2	65.1	56.6	46.7	59.6	70.9
MISCELLANEOUS	21	15	13	9	4	2	12	3	6	4	2	8	13	9	5	7
	5.9	10.5	11.4	13.2	8.7	6.9	13.5	5.6	2.8	6.2	1.4	4.7	7.1	8.6	5.1	4.7
DK/NA	26	15	8	5	3	7	8	7	11	2	9	10	16	7	9	10
	7.3	10.5	7.0	7.4	6.5	24.1	9.0	13.0	5.2	3.1	6.2	5.8	8.8	6.7	9.1	6.8

03

(CONTINUED)

TABLE 8 (CONT'D 3)

PUBLIC LIBRARY ATTITUDE STUDY

Q3/4 SUGGESTED CHANGES AND/OR IMPROVEMENTS TO LIBRARY SERVICES

	RACE		INCOME				OCCUPATION		EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH		
	WHITE	NON-WHITE	UNDER $5,000	$5,000 -10000	$10000 -15000	OVER $15000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOM-PLETE	COM-PLETE	COLLEGE OR MORE	NEWARK	NOT NEWARK	NONE	ONE OR TWO	3 OR MORE
LIBRARY VERY ADEQUATE AS IS/NO NEED FOR CHANGES OR IMPROVEMENTS/NO SUGGESTIONS GIVEN	169 65.8	46 65.7	34 54.4	70 63.1	34 55.7	33 47.8	95 55.9	70 61.9	76 69.7	73 60.8	65 52.8	45 54.2	170 62.7	132 66.3	50 62.5	32 43.2
MISCELLANEOUS	13 5.1	8 7.9	2 3.8	6 5.4	3 4.9	7 10.1	13 7.6	5 4.4	4 3.7	6 5.0	11 8.9	5 6.0	16 5.9	5 2.5	9 11.3	7 9.5
DK/NA	19 7.5	7 6.9	3 5.8	5 4.5	4 6.6	10 14.5	18 10.6	4 3.5	6 5.5	9 7.5	11 8.9	4 4.8	22 8.1	16 8.0	4 5.0	6 8.1

TABLE 9a
Q.8 LIKELIHOOD OF SPECIFIC TYPES OF PEOPLE USING PUBLIC LIBRARY

		LIBRARY USED							LIBRARY NOT USED					AGE		
			CURRENT USERS				READ BOOKS			READ BOOKS		SEX				
	TOTAL	TOTAL	TOTAL	HEAVY	LIGHT	PAST USERS	YES	NO	TOTAL	YES	NO	MALE	FEMALE	UNDER 40	40 TO 49	50 OR OVER
TOTAL RESPONDENTS	354 100.0	143 100.0	114 100.0	68 100.0	46 100.0	29 100.0	89 100.0	54 100.0	211 100.0	65 100.0	146 100.0	172 100.0	182 100.0	105 100.0	99 100.0	148 100.0
OLDER ADULTS																
VERY LIKELY	113 31.9	66 46.2	57 50.0	34 50.0	23 50.0	9 31.0	43 48.3	23 42.6	47 22.3	15 23.1	32 21.9	56 32.6	57 31.3	39 37.1	36 36.4	38 25.7
SOMEWHAT LIKELY	130 36.7	48 33.6	35 30.7	24 35.3	11 23.9	13 44.8	32 36.0	16 29.6	82 38.9	27 41.5	55 37.7	58 33.7	72 39.6	35 33.3	36 36.4	59 39.9
SOMEWHAT UNLIKELY	64 18.1	19 13.3	15 13.2	7 10.3	8 17.4	4 13.8	8 9.0	11 20.4	45 21.3	14 21.5	31 21.2	33 19.2	31 17.0	17 16.2	14 14.1	32 21.6
VERY UNLIKELY	39 11.0	6 4.2	4 3.5	2 2.9	2 4.3	2 6.9	4 4.5	2 3.7	33 15.6	9 13.8	24 16.4	20 11.6	19 10.4	12 11.4	10 10.1	17 11.5
NO ANSWER	8 2.3	4 2.8	3 2.6	1 1.5	2 4.3	1 3.4	2 2.2	2 3.7	4 1.9		4 2.7	5 2.9	3 1.6	2 1.9	3 3.0	2 1.4
YOUNGER ADULTS																
VERY LIKELY	167 47.2	90 62.9	75 65.8	45 66.2	30 65.2	15 51.7	57 64.0	33 61.1	77 36.5	21 32.3	56 38.4	74 43.0	93 51.1	52 49.5	46 46.5	68 45.9
SOMEWHAT LIKELY	120 33.9	36 25.2	25 21.9	16 23.5	9 19.6	11 37.9	24 27.0	12 22.2	84 39.8	29 44.6	55 37.7	61 35.5	59 32.4	35 33.3	37 37.4	48 32.4
SOMEWHAT UNLIKELY	40 11.3	10 7.0	8 7.0	3 4.4	5 10.9	2 6.9	5 5.6	5 9.3	30 14.2	10 15.4	20 13.7	19 11.0	21 11.5	14 13.3	9 9.1	17 11.5
VERY UNLIKELY	17 4.8	2 1.4	2 1.8	2 2.9				2 3.7	15 7.1	5 7.7	10 6.8	11 6.4	6 3.3	2 1.9	4 4.0	11 7.4
NO ANSWER	10 2.8	5 3.5	4 3.5	2 2.9	2 4.3	1 3.4	3 3.4	2 3.7	5 2.4		5 3.4	7 4.1	3 1.6	2 1.9	3 3.0	4 2.7

(CONTINUED)

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TABLE 9c (CONT'D 2)
0.9 LIKELIHOOD OF SPECIFIC TYPES OF PEOPLE USING PUBLIC LIBRARY

	RACE		INCOME				OCCUPATION		EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH		
	WHITE	NON-WHITE	UNDER $5,000	$5,000 -10000	$10000 -15000	OVER $15000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOMPLETE	HIGH SCHOOL COMPLETE	COLLEGE OR MORE	NEWARK	NOT NEWARK	NONE	ONE OR TWO	3 OR MORE
TOTAL RESPONDENTS	253	101	92	111	61	69	170	113	109	120	123	83	271	199	80	74
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OLDER ADULTS																
VERY LIKELY	89	24	9	27	25	33	74	25	20	34	59	5	108	55	28	30
	35.2	23.8	17.3	24.3	41.0	47.8	43.5	22.1	18.3	28.3	48.0	6.0	39.9	27.6	35.0	40.5
SOMEWHAT LIKELY	100	30	18	45	17	25	59	46	44	48	38	36	94	71	28	31
	39.5	29.7	34.6	40.5	27.9	36.2	34.7	40.7	40.4	40.0	30.9	43.4	34.7	35.7	35.0	41.9
SOMEWHAT UNLIKELY	39	25	17	21	11	6	20	24	25	24	14	25	39	42	15	7
	15.4	24.8	32.7	18.9	18.0	8.7	11.8	21.2	22.9	20.0	11.4	30.1	14.4	21.1	18.8	9.5
VERY UNLIKELY	19	20	8	18	7	3	12	15	16	13	9	17	22	25	8	5
	7.5	19.8	15.4	16.2	11.5	4.3	7.1	13.3	14.7	10.8	7.3	20.5	8.1	12.6	10.0	6.8
NO ANSWER	6	2			1	2	5	3	4	1	3		8	6	1	1
	2.4	2.0			1.6	2.9	2.9	2.7	3.7	.8	2.4		3.0	3.0	1.3	1.4
YOUNGER ADULTS																
VERY LIKELY	136	31	18	46	35	31	83	51	45	58	62	23	144	88	42	36
	53.8	30.7	34.6	41.4	57.4	44.9	48.8	45.1	41.3	48.3	50.4	27.7	53.1	44.2	52.5	48.6
SOMEWHAT LIKELY	84	36	24	39	17	26	59	36	40	42	38	39	81	67	27	26
	33.2	35.6	46.2	35.1	27.9	37.7	34.7	31.9	36.7	35.0	30.9	47.0	29.9	33.7	33.8	35.1
SOMEWHAT UNLIKELY	22	18	8	18	4	6	16	16	14	16	10	12	28	25	8	7
	8.7	17.8	15.4	16.2	6.6	8.7	9.4	14.2	12.8	13.3	8.1	14.5	10.3	12.6	10.0	9.5
VERY UNLIKELY	4	13	2	8	4	2	5	7	6	3	8	9	8	12	2	3
	1.6	12.9	3.8	7.2	6.6	2.9	2.9	6.2	5.5	2.5	6.5	10.8	3.0	6.0	2.5	4.1
NO ANSWER	7	3			1	4	7	3	4	1	5		10	7	1	2
	2.8	3.0			1.6	5.8	4.1	2.7	3.7	.8	4.1		3.7	3.5	1.3	2.7

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TABLE 9b

G.8 LIKELIHOOD OF SPECIFIC TYPES OF PEOPLE USING PUBLIC LIBRARY

		LIBRARY USED							LIBRARY NOT USED			SEX		AGE		
			CURRENT USERS				READ BOOKS			READ BOOKS						
	TOTAL	TOTAL	TOTAL	HEAVY	LIGHT	PAST USERS	YES	NO	TOTAL	YES	NO	MALE	FEMALE	UNDER 40	40 TO 49	50 OR OVER
CHILDREN																
VERY LIKELY	259	117	91	59	32	26	70	47	142	43	99	124	135	73	73	111
	73.2	81.8	79.8	86.8	69.6	89.7	78.7	87.0	67.3	66.2	67.8	72.1	74.2	69.5	73.7	75.0
SOMEWHAT LIKELY	70	18	15	6	9	3	14	4	52	16	36	33	37	26	16	28
	19.8	12.6	13.2	8.8	19.6	10.3	15.7	7.4	24.6	24.6	24.7	19.2	20.3	24.8	16.2	18.9
SOMEWHAT UNLIKELY	18	6	6	2	4		5	1	12	4	8	10	8	4	8	6
	5.1	4.2	5.3	2.9	8.7		5.6	1.9	5.7	6.2	5.5	5.8	4.4	3.8	8.1	4.1
VERY UNLIKELY	5								5	2	3	4	1	1	1	3
	1.4								2.4	3.1	2.1	2.3	.5	1.0	1.0	2.0
NO ANSWER	2	2	2	1	1			2				1	1	1	1	
	.6	1.4	1.8	1.5	2.2			3.7				.6	.5	1.0	1.0	

(CONTINUED)

TABLE 9b (CONT'D 2)
0.8 LIKELIHOOD OF SPECIFIC TYPES OF PEOPLE USING PUBLIC LIBRARY

	RACE		INCOME				OCCUPATION		EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH		
	WHITE	NON-WHITE	UNDER $5,000	$5,000 -10000	$10000 -15000	OVER $15000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOM-PLETE	COM-PLETE	COLLEGE OR MORE	NEWARK	NOT NEWARK	NONE	ONE OR TWO	3 OR MORE
CHILDREN																
VERY LIKELY	198 78.3	61 60.4	30 57.7	78 70.3	47 77.0	57 82.6	134 78.8	77 68.1	74 67.9	87 72.5	96 78.0	49 59.0	210 77.5	145 72.9	60 75.0	53 71.6
SOMEWHAT LIKELY	38 15.0	32 31.7	21 40.4	21 18.9	10 16.4	8 11.6	22 12.9	28 24.8	30 27.5	21 17.5	19 15.4	30 36.1	40 14.8	40 20.1	16 20.0	14 18.9
SOMEWHAT UNLIKELY	12 4.7	6 5.9	1 1.9	9 8.1	4 6.6	1 1.4	9 5.3	8 7.1	3 2.8	10 8.3	5 4.1	3 3.6	15 5.5	9 4.5	3 3.8	6 8.1
VERY UNLIKELY	3 1.2	2 2.0		3 2.7		2 2.9	3 1.8		2 1.8	1 .8	2 1.6	1 1.2	4 1.5	3 1.5	1 1.3	1 1.4
NO ANSWER	2 .8					1 1.4	2 1.2			1 .8	1 .8		2 .7	2 1.0		

TABLE 9c
0.8 LIKELIHOOD OF SPECIFIC TYPES OF PEOPLE USING PUBLIC LIBRARY

		LIBRARY USED							LIBRARY NOT USED					AGE		
			CURRENT USERS				READ BOOKS			READ BOOKS		SEX				
	TOTAL	TOTAL	TOTAL	HEAVY	LIGHT	PAST USERS	YES	NO	TOTAL	YES	NO	MALE	FEMALE	UNDER 40	40 TO 49	50 OR OVER
COLLEGE GRADUATES																
VERY LIKELY	232	106	81	45	36	25	65	41	126	40	86	106	126	66	66	99
	65.5	74.1	71.1	66.2	78.3	86.2	73.0	75.9	59.7	61.5	58.9	61.6	69.2	62.9	66.7	66.9
SOMEWHAT LIKELY	87	26	23	18	5	3	17	9	61	20	41	45	42	31	23	33
	24.6	18.2	20.2	26.5	10.9	10.3	19.1	16.7	28.9	30.8	28.1	26.2	23.1	29.5	23.2	22.3
SOMEWHAT UNLIKELY	19	5	5	3	2		3	2	14	4	10	12	7	5	5	9
	5.4	3.5	4.4	4.4	4.3		3.4	3.7	6.6	6.2	6.8	7.0	3.8	4.8	5.1	6.1
VERY UNLIKELY	7	1				1	1		6	1	5	4	3	1	3	3
	2.0	.7				3.4	1.1		2.8	1.5	3.4	2.3	1.6	1.0	3.0	2.0
NO ANSWER	9	5	5	2	3		3	2	4		4	5	4	2	2	4
	2.5	3.5	4.4	2.9	6.5		3.4	3.7	1.9		2.7	2.9	2.2	1.9	2.0	2.7

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TABLE 9c (CONT'D 2)
Q.8 LIKELIHOOD OF SPECIFIC TYPES OF PEOPLE USING PUBLIC LIBRARY

PUBLIC LIBRARY ATTITUDE STUDY

	RACE		INCOME				OCCUPATION		EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH		
	WHITE	NON-WHITE	UNDER $5,000	$5,000 -10000	$10000 -15000	OVER $15000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOM-PLETE	HIGH SCHOOL COM-PLETE	COLLEGE OR MORE	NEWARK	NOT NEWARK	NONE	ONE OR TWO	3 OR MORE
COLLEGE GRADUATES																
VERY LIKELY	185 73.1	47 43.5	33 63.5	71 64.0	39 63.9	46 66.7	122 71.8	68 60.2	67 61.5	78 65.0	85 69.1	39 47.0	193 71.2	120 63.3	91 63.8	54 73.0
SOMEWHAT LIKELY	49 19.4	38 37.6	18 34.6	23 20.7	20 32.8	16 23.2	33 19.4	32 28.3	28 25.7	34 28.3	25 20.3	32 38.6	55 20.3	50 25.[illegible]	23 28.8	14 18.9
SOMEWHAT UNLIKELY	9 3.6	10 9.9	1 1.9	12 10.8		5 7.2	9 5.3	7 6.2	9 8.3	4 3.3	6 4.9	8 9.6	11 4.1	12 6.0	3 3.8	4 5.4
VERY UNLIKELY	3 1.2	4 4.0		4 3.6	1 1.6	1 1.4	2 1.2	4 3.5	1 .9	3 2.5	3 2.4	4 4.8	3 1.1	5 2.5	1 1.3	1 1.4
NO ANSWER	7 2.8	2 2.0		1 .9	1 1.6	1 1.4	4 2.4	2 1.8	4 3.7	1 .8	4 3.3		9 3.3	6 3.0	2 2.5	1 1.4

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TABLE 9d
0.8 LIKELIHOOD OF SPECIFIC TYPES OF PEOPLE USING PUBLIC LIBRARY

	LIBRARY USED								LIBRARY NOT USED			SEX		AGE		
		CURRENT USERS				PAST USERS	READ BOOKS			READ BOOKS						
	TOTAL	TOTAL	TOTAL	HEAVY	LIGHT		YES	NO	TOTAL	YES	NO	MALE	FEMALE	UNDER 40	40 TO 49	50 OR OVER
TOTAL RESPONDENTS	354 100.0	143 100.0	114 100.0	68 100.0	46 100.0	29 100.0	89 100.0	54 100.0	211 100.0	65 100.0	146 100.0	172 100.0	182 100.0	105 100.0	99 100.0	148 100.0
HIGH SCHOOL GRADUATES																
VERY LIKELY	154 43.5	72 50.3	57 50.0	32 47.1	25 54.3	15 51.7	44 49.4	28 51.9	82 38.9	31 47.7	51 34.9	74 43.0	80 44.0	42 40.0	45 45.5	66 44.6
SOMEWHAT LIKELY	150 42.4	53 37.1	42 36.8	29 42.6	13 28.3	11 37.9	35 39.3	18 33.3	97 46.0	26 40.0	71 48.6	68 39.5	82 45.1	49 46.7	39 39.4	62 41.9
SOMEWHAT UNLIKELY	29 8.2	9 6.3	7 6.1	4 5.9	3 6.5	2 6.9	4 4.5	5 9.3	20 9.5	5 7.7	15 10.3	17 9.9	12 6.6	8 7.6	9 9.1	12 8.1
VERY UNLIKELY	13 3.7	5 3.5	4 3.5	1 1.5	3 6.5	1 3.4	4 4.5	1 1.9	8 3.8	3 4.6	5 3.4	7 4.1	6 3.3	4 3.8	4 4.0	5 3.4
NO ANSWER	8 2.3	4 2.8	4 3.5	2 2.9	2 4.3		2 2.2	2 3.7	4 1.9		4 2.7	6 3.5	2 1.1	2 1.9	2 2.0	3 2.0
PERSONS NOT COMPLETING HIGH SCHOOL																
VERY LIKELY	25 7.1	9 6.3	8 7.0	6 8.8	2 4.3	1 3.4	6 6.7	3 5.6	16 7.6	3 4.6	13 8.9	11 6.4	14 7.7	7 6.7	10 10.1	8 5.4
SOMEWHAT LIKELY	104 29.4	38 26.6	31 27.2	18 26.5	13 28.3	7 24.1	23 25.8	15 27.8	66 31.3	19 29.2	47 32.2	42 24.4	62 34.1	25 23.8	27 27.3	51 34.5
SOMEWHAT UNLIKELY	118 33.3	55 38.5	42 36.8	22 32.4	20 43.5	13 44.8	34 38.2	21 38.9	63 29.9	19 29.2	44 30.1	54 31.4	64 35.2	38 36.2	35 35.4	45 30.4
VERY UNLIKELY	97 27.4	35 24.5	28 24.6	19 27.9	9 19.6	7 24.1	22 24.7	13 24.1	62 29.4	24 36.9	38 26.0	59 34.3	38 20.9	32 30.5	24 24.2	41 27.7
NO ANSWER	10 2.8	6 4.2	5 4.4	3 4.4	2 4.3	1 3.4	4 4.5	2 3.7	4 1.9		4 2.7	6 3.5	4 2.2	3 2.9	3 3.0	3 2.0

(CONTINUED)

TABLE 9d (CONT'D 2)
Q.8 LIKELIHOOD OF SPECIFIC TYPES OF PEOPLE USING PUBLIC LIBRARY

	RACE		INCOME				OCCUPATION		EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH		
	WHITE	NON-WHITE	UNDER $5,000	$5,000 -10000	$10000 -15000	OVER $15000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOM-PLETE	COM-PLETE	COLLEGE OR MORE	NEWARK	NOT NEWARK	NONE	ONE OR TWO	3 OR MORE
TOTAL RESPONDENTS	253 100.0	101 100.0	52 100.0	111 100.0	61 100.0	69 100.0	170 100.0	113 100.0	109 100.0	120 100.0	123 100.0	83 100.0	271 100.0	199 100.0	80 100.0	74 100.0
HIGH SCHOOL GRADUATES																
VERY LIKELY	125 49.4	29 28.7	19 36.5	43 38.7	29 47.5	30 43.5	83 48.8	41 36.3	38 34.9	62 51.7	52 42.3	18 21.7	136 50.2	78 39.2	43 53.8	32 43.2
SOMEWHAT LIKELY	102 40.3	48 47.5	27 51.9	50 45.0	22 36.1	30 43.5	66 38.8	52 46.0	54 49.5	45 37.5	51 41.5	50 60.2	100 36.9	89 44.7	28 35.0	33 44.6
SOMEWHAT UNLIKELY	12 4.7	17 16.8	5 9.6	11 9.9	7 11.5	3 4.3	12 7.1	11 9.7	10 9.2	7 5.8	12 9.8	12 14.5	17 6.3	20 10.1	5 6.3	4 5.4
VERY UNLIKELY	8 3.2	5 5.0	1 1.9	6 5.4	1 1.6	5 7.2	5 2.9	6 5.3	3 2.8	5 4.2	5 4.1	3 3.6	10 3.7	6 3.0	3 3.8	4 5.4
NO ANSWER	6 2.4	2 2.0		1 .9	2 3.3	1 1.4	4 2.4	3 2.7	4 3.7	1 .8	3 2.4		8 3.0	6 3.0	1 1.3	1 1.4
PERSONS NOT COM-PLETING HIGH SCHOOL																
VERY LIKELY	19 7.5	6 5.9	2 3.8	9 8.1	3 4.9	6 8.7	11 6.5	12 10.6	8 7.3	11 9.2	6 4.9	4 4.8	21 7.7	16 8.0	6 7.5	3 4.1
SOMEWHAT LIKELY	74 29.2	30 29.7	31 59.6	35 31.5	14 23.0	12 17.4	39 22.9	34 30.1	47 43.1	34 28.3	23 18.7	32 38.6	72 26.6	62 31.2	24 30.0	18 24.3
SOMEWHAT UNLIKELY	79 31.2	39 38.6	13 25.0	36 32.4	21 34.4	26 37.7	63 37.1	34 30.1	28 25.7	37 30.8	52 42.3	34 41.0	84 31.0	64 32.2	25 31.3	28 37.8
VERY UNLIKELY	72 28.5	25 24.8	6 11.5	30 27.0	22 36.1	22 31.9	52 30.6	31 27.4	23 21.1	36 30.0	37 30.1	11 13.3	86 31.7	51 25.6	24 30.0	22 29.7
NO ANSWER	9 3.6	1 1.0		1 .9	1 1.6	3 4.3	5 2.9	2 1.8	3 2.8	2 1.7	5 4.1	2 2.4	8 3.0	6 3.0	1 1.3	3 4.1

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TABLE 9e
0.8 LIKELIHOOD OF SPECIFIC TYPES OF PEOPLE USING PUBLIC LIBRARY

		LIBRARY USED							LIBRARY NOT USED			SEX		AGE		
		CURRENT USERS				PAST	READ BOOKS			READ BOOKS						
	TOTAL	TOTAL	TOTAL	HEAVY	LIGHT	USERS	YES	NO	TOTAL	YES	NO	MALE	FEMALE	UNDER 40	40 TO 49	50 OR OVER
TOTAL RESPONDENTS	354	143	114	68	46	29	89	54	211	65	146	172	182	105	99	148
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PEOPLE WITH HIGH INCOMES																
VERY LIKELY	114	55	48	26	22	7	36	19	59	14	45	48	66	47	29	38
	32.2	38.5	42.1	38.2	47.8	24.1	40.4	35.2	28.0	21.5	30.8	27.9	36.3	44.8	29.3	25.7
SOMEWHAT LIKELY	125	43	31	23	8	12	24	19	82	25	57	58	67	33	35	55
	35.3	30.1	27.2	33.8	17.4	41.4	27.0	35.2	38.9	38.5	39.0	33.7	36.8	31.4	35.4	37.2
SOMEWHAT UNLIKELY	57	25	20	11	9	5	18	7	32	11	21	35	22	15	19	23
	16.1	17.5	17.5	16.2	19.6	17.2	20.2	13.0	15.2	16.9	14.4	20.3	12.1	14.3	19.2	15.5
VERY UNLIKELY	43	12	10	5	5	2	7	5	31	14	17	25	18	7	11	25
	12.1	8.4	8.8	7.4	10.9	6.9	7.9	9.3	14.7	21.5	11.6	14.5	9.9	6.7	11.1	16.9
NO ANSWER	15	8	5	3	2	3	4	4	7	1	6	6	9	3	5	7
	4.2	5.6	4.4	4.4	4.3	10.3	4.5	7.4	3.3	1.5	4.1	3.5	4.9	2.9	5.1	4.7
PEOPLE WITH LOW INCOMES																
VERY LIKELY	67	34	30	19	11	4	24	10	33	10	23	29	38	20	20	27
	18.9	23.8	26.3	27.9	23.9	13.8	27.0	18.5	15.6	15.4	15.8	16.9	20.9	19.0	20.2	18.2
SOMEWHAT LIKELY	149	61	46	27	19	15	34	27	88	24	64	70	79	45	45	58
	42.1	42.7	40.4	39.7	41.3	51.7	38.2	50.0	41.7	36.9	43.8	40.7	43.4	42.9	45.5	39.2
SOMEWHAT UNLIKELY	82	27	22	13	9	5	19	8	55	19	36	44	38	24	19	38
	23.2	18.9	19.3	19.1	19.6	17.2	21.3	14.8	26.1	29.2	24.7	25.6	20.9	22.9	19.2	25.7
VERY UNLIKELY	41	13	10	6	4	3	8	5	28	11	17	23	18	13	9	19
	11.6	9.1	8.8	8.8	8.7	10.3	9.0	9.3	13.3	16.9	11.6	13.4	9.9	12.4	9.1	12.8
NO ANSWER	15	8	6	3	3	2	4	4	7	1	6	6	9	3	6	6
	4.2	5.6	5.3	4.4	6.5	6.9	4.5	7.4	3.3	1.5	4.1	3.5	4.9	2.9	6.1	4.1

(CONTINUED)

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TABLE 9e (CONT'D 2)
Q.8 LIKELIHOOD OF SPECIFIC TYPES OF PEOPLE USING PUBLIC LIBRARY

	RACE		INCOME				OCCUPATION		EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH		
	WHITE	NON-WHITE	UNDER $5,000	$5,000 -10000	$10000 -15000	OVER $15000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOMPLETE	HIGH SCHOOL COMPLETE	COLLEGE OR MORE	NEWARK	NOT NEWARK	NONE	ONE OR TWO	3 OR MORE
TOTAL RESPONDENTS	253	101	52	111	61	69	170	113	109	120	123	83	271	199	80	74
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PEOPLE WITH HIGH INCOMES																
VERY LIKELY	83	31	13	35	30	18	61	36	30	39	43	17	97	63	26	24
	32.8	30.7	25.0	31.5	49.2	26.1	35.9	31.9	27.5	32.5	35.0	20.5	35.8	31.7	32.5	32.4
SOMEWHAT LIKELY	84	41	23	41	13	25	60	36	46	42	37	38	87	76	28	21
	33.2	40.6	44.2	36.9	21.3	36.2	35.3	31.9	42.2	35.0	30.1	45.8	32.1	38.2	35.0	28.4
SOMEWHAT UNLIKELY	41	16	8	18	8	16	24	21	16	21	20	17	40	28	12	17
	16.2	15.8	15.4	16.2	13.1	23.2	14.1	18.6	14.7	17.5	16.3	20.5	14.8	14.1	15.0	23.0
VERY UNLIKELY	31	12	7	16	8	5	16	17	12	16	15	9	34	22	12	9
	12.3	11.9	13.5	14.4	13.1	7.2	9.4	15.0	11.0	13.3	12.2	10.8	12.5	11.1	15.0	12.2
NO ANSWER	14	1	1	1	2	5	9	3	5	2	8	2	13	10	2	3
	5.5	1.0	1.9	.9	3.3	7.2	5.3	2.7	4.6	1.7	6.5	2.4	4.8	5.0	2.5	4.1
PEOPLE WITH LOW INCOMES																
VERY LIKELY	52	15	8	20	14	15	35	24	18	20	29	9	58	33	17	17
	20.6	14.9	15.4	18.0	23.0	21.7	20.6	21.2	16.5	16.7	23.6	10.8	21.4	16.6	21.3	23.0
SOMEWHAT LIKELY	110	39	22	55	19	28	68	50	52	55	40	42	107	90	33	25
	43.5	38.6	42.3	49.5	31.1	40.6	40.0	44.2	47.7	45.8	32.5	50.6	39.5	45.2	41.3	33.8
SOMEWHAT UNLIKELY	49	33	15	22	20	11	37	26	25	27	30	25	57	44	20	18
	19.4	32.7	28.8	19.8	32.8	15.9	21.8	23.0	22.9	22.5	24.4	30.1	21.0	22.1	25.0	24.3
VERY UNLIKELY	28	13	6	14	6	10	21	10	9	16	16	5	36	22	8	11
	11.1	12.9	11.5	12.6	9.8	14.5	12.4	8.8	8.3	13.3	13.0	6.0	13.3	11.1	10.0	14.9
NO ANSWER	14	1	1		2	5	9	3	5	2	8	2	13	10	2	3
	5.5	1.0	1.9		3.3	7.2	5.3	2.7	4.6	1.7	6.5	2.4	4.8	5.0	2.5	4.1

TABLE 9f
Q.8 LIKELIHOOD OF SPECIFIC TYPES OF PEOPLE USING PUBLIC LIBRARY

		LIBRARY USED						LIBRARY NOT USED			SEX		AGE		
		CURRENT USERS			PAST USERS	READ BOOKS			READ BOOKS						
	TOTAL	TOTAL	TOTAL	HEAVY	LIGHT		YES	NO	TOTAL	YES	NO	MALE	FEMALE	UNDER 40	40 TO 49	50 OR OVER
PROFESSIONALS, SUCH AS, ENGINEERS, MANAGERS, DOCTORS, AND THE LIKE																
VERY LIKELY	173 43.9	79 55.2	64 56.1	36 52.9	28 60.9	15 51.7	53 59.6	26 48.1	94 44.5	28 43.1	66 45.2	91 52.9	82 45.1	53 50.5	47 47.5	72 48.6
SOMEWHAT LIKELY	123 34.7	40 28.0	33 28.9	22 32.4	11 23.9	7 24.1	24 27.0	16 29.6	83 39.3	29 44.6	54 37.0	56 32.6	67 36.8	34 32.4	39 39.4	49 33.1
SOMEWHAT UNLIKELY	25 7.1	10 7.0	7 6.1	4 5.9	3 6.5	3 10.3	5 5.6	5 9.3	15 7.1	5 7.7	10 6.8	11 6.4	14 7.7	9 8.6	3 3.0	13 8.8
VERY UNLIKELY	20 5.6	9 6.3	7 6.1	5 7.4	2 4.3	2 6.9	5 5.6	4 7.4	11 5.2	3 4.6	8 5.5	9 5.2	11 6.0	5 4.8	7 7.1	8 5.4
NO ANSWER	13 3.7	5 3.5	3 2.6	1 1.5	2 4.3	2 6.9	2 2.2	3 5.6	8 3.8		8 5.5	5 2.9	8 4.4	4 3.8	3 3.0	6 4.1

(CONTINUED)

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TABLE 9f (CONT'D 2)
Q.8 LIKELIHOOD OF SPECIFIC TYPES OF PEOPLE USING PUBLIC LIBRARY

	RACE		INCOME				OCCUPATION		EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH		
	WHITE	NON-WHITE	UNDER $5,000	$5,000 -10000	$10000 -15000	OVER $15000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOM-PLETE	HIGH SCHOOL COM-PLETE	COLLEGE OR MORE	NEWARK	NOT NEWARK	NONE	ONE OR TWO	3 OR MORE
PROFESSIONALS, SUCH AS, ENGINEERS, MANAGERS, DOCTORS, AND THE LIKE																
VERY LIKELY	124 49.0	49 48.5	25 48.1	59 53.2	32 52.5	30 43.5	90 52.9	52 46.0	51 46.8	60 50.0	60 48.8	37 44.6	136 50.2	92 46.2	43 53.8	38 51.4
SOMEWHAT LIKELY	80 31.6	43 42.6	21 40.4	41 36.9	20 32.8	23 33.3	45 26.5	47 41.6	41 37.6	43 35.8	39 31.7	38 45.8	85 31.4	70 35.2	28 35.0	25 33.8
SOMEWHAT UNLIKELY	22 8.7	3 3.0	4 7.7	2 1.8	6 9.8	7 10.1	15 8.8	4 3.5	8 7.3	5 4.2	12 9.8	5 6.0	20 7.4	15 7.5	6 7.5	4 5.4
VERY UNLIKELY	18 7.1	2 2.0	1 1.9	7 6.3	2 3.3	6 8.7	14 8.2	6 5.3	4 3.7	8 6.7	8 6.5	1 1.2	19 7.0	11 5.5	2 2.5	6 8.1
NO ANSWER	9 3.6	4 4.0	1 1.9	2 1.8	1 1.6	3 4.3	6 3.5	4 3.5	5 4.6	4 3.3	4 3.3	2 2.4	11 4.1	11 5.5	1 1.3	1 1.4

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TABLE #8
Q.8 LIKELIHOOD OF SPECIFIC TYPES OF PEOPLE USING PUBLIC LIBRARY

		LIBRARY USED							LIBRARY NOT USED			SEX		AGE		
			CURRENT USERS				READ BOOKS			READ BOOKS						
	TOTAL	TOTAL	TOTAL	HEAVY	LIGHT	PAST USERS	YES	NO	TOTAL	YES	NO	MALE	FEMALE	UNDER 40	40 TO 49	50 OR OVER
TOTAL RESPONDENTS	354 100.0	143 100.0	114 100.0	63 100.0	46 100.0	29 100.0	89 100.0	54 100.0	211 100.0	65 100.0	146 100.0	172 100.0	182 100.0	105 100.0	99 100.0	148 100.0
BUSINESS MEN																
VERY LIKELY	117 33.1	64 44.8	52 45.6	27 39.7	25 54.3	12 41.4	43 48.3	21 38.9	53 25.1	15 23.1	38 26.0	64 37.2	53 29.1	37 35.2	35 35.4	44 29.7
SOMEWHAT LIKELY	151 42.7	47 32.9	36 31.6	23 33.8	13 28.3	11 37.9	26 29.2	21 38.9	104 49.3	28 43.1	76 52.1	70 40.7	81 44.5	43 41.0	39 39.4	68 45.9
SOMEWHAT UNLIKELY	55 15.5	18 12.6	14 12.3	10 14.7	4 8.7	4 13.8	12 13.5	6 11.1	37 17.5	15 23.1	22 15.1	27 15.7	28 15.4	18 17.1	12 12.1	25 16.9
VERY UNLIKELY	18 5.1	9 6.3	9 7.9	7 10.3	2 4.3		7 7.9	2 3.7	9 4.3	4 6.2	5 3.4	8 4.7	10 5.5	4 3.8	8 8.1	6 4.1
NO ANSWER	13 3.7	5 3.5	3 2.6	1 1.5	2 4.3	2 6.9	1 1.1	4 7.4	8 3.8	3 4.6	5 3.4	3 1.7	10 5.5	3 2.9	5 5.1	5 3.4
FACTORY WORKERS																
VERY LIKELY	31 8.8	15 10.5	13 11.4	7 10.3	6 13.0	2 6.9	11 12.4	4 7.4	16 7.6	3 4.6	13 8.9	16 9.3	15 8.2	12 11.4	6 6.1	12 8.1
SOMEWHAT LIKELY	126 36.2	55 38.5	45 39.5	27 39.7	18 39.1	10 34.5	41 46.1	14 25.9	73 34.6	26 40.0	47 32.2	55 32.0	73 40.1	41 39.0	37 37.4	50 33.8
SOMEWHAT UNLIKELY	122 34.5	43 30.1	34 29.8	22 32.4	12 26.1	9 31.0	21 23.6	22 40.7	79 37.4	23 35.4	56 38.4	61 35.5	61 33.5	31 29.5	32 32.3	59 39.9
VERY UNLIKELY	57 16.1	20 14.0	16 14.0	9 13.2	7 15.2	4 13.8	10 11.2	10 18.5	37 17.5	12 18.5	25 17.1	32 18.6	25 13.7	16 15.2	19 19.2	21 14.2
NO ANSWER	16 4.5	10 7.0	6 5.3	3 4.4	3 6.5	4 13.8	6 6.7	4 7.4	6 2.8	1 1.5	5 3.4	8 4.7	8 4.4	5 4.8	5 5.1	6 4.1

(CONTINUED)

TABLE 9g (CONT'D 2)
Q.8 LIKELIHOOD OF SPECIFIC TYPES OF PEOPLE USING PUBLIC LIBRARY

	RACE		INCOME				OCCUPATION		EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH		
	WHITE	NON-WHITE	UNDER $5,000	$5,000 -10000	$10000 -15000	OVER $15000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOM-PLETE	HIGH SCHOOL COM-PLETE	COLLEGE OR MORE	NEWARK	NOT NEWARK	NONE	ONE OR TWO	3 OR MORE
TOTAL RESPONDENTS	253 100.0	101 100.0	52 100.0	111 100.0	61 100.0	69 100.0	170 100.0	113 100.0	109 100.0	120 100.0	123 100.0	83 100.0	271 100.0	199 100.0	80 100.0	74 100.0
BUSINESS MEN																
VERY LIKELY	80 31.6	37 36.6	14 26.9	35 31.5	24 39.3	23 33.3	59 34.7	34 30.1	30 27.5	37 30.8	48 39.0	17 20.5	100 36.9	59 29.6	36 45.0	22 29.7
SOMEWHAT LIKELY	99 39.1	52 51.5	29 55.8	53 47.7	26 42.6	24 34.8	63 37.1	58 51.3	56 51.4	56 46.7	39 31.7	51 61.4	100 36.9	96 48.2	25 31.3	29 39.2
SOMEWHAT UNLIKELY	46 18.2	9 8.9	8 15.4	15 13.5	8 13.1	15 21.7	27 15.9	15 13.3	16 14.7	17 14.2	22 17.9	13 15.7	42 15.5	28 14.1	16 20.0	11 14.9
VERY UNLIKELY	16 6.3	2 2.0		7 6.3	2 3.3	5 7.2	15 8.8	2 1.8	1 .9	7 5.8	10 8.1	1 1.2	17 6.3	7 3.5	2 2.5	9 12.2
NO ANSWER	12 4.7	1 1.0	1 1.9	1 .9	1 1.6	2 2.9	6 3.5	4 3.5	6 5.5	3 2.5	4 3.3	1 1.2	12 4.4	9 4.5	1 1.3	3 4.1
FACTORY WORKERS																
VERY LIKELY	20 7.9	11 10.9	5 9.6	11 9.9	5 8.2	5 7.2	14 8.2	12 10.6	14 12.8	10 8.3	7 5.7	4 4.8	27 10.0	17 8.5	9 11.3	5 6.8
SOMEWHAT LIKELY	95 37.5	33 32.7	23 44.2	36 32.4	23 37.7	25 36.2	66 38.8	38 33.6	40 36.7	38 31.7	49 39.8	27 32.5	101 37.3	61 30.7	34 42.5	33 44.6
SOMEWHAT UNLIKELY	84 33.2	38 37.6	21 40.4	43 38.7	18 29.5	22 31.9	51 30.0	42 37.2	40 36.7	45 37.5	36 29.3	38 45.8	84 31.0	78 39.2	26 32.5	18 24.3
VERY UNLIKELY	40 15.8	17 16.8	3 5.8	19 17.1	12 19.7	12 17.4	30 17.6	18 15.9	12 11.0	23 19.2	22 17.9	11 13.3	46 17.0	34 17.1	8 10.0	14 18.9
NO ANSWER	14 5.5	2 2.0		2 1.8	3 4.9	5 7.2	9 5.3	3 2.7	3 2.8	4 3.3	9 7.3	3 3.6	13 4.8	9 4.5	3 3.8	4 5.4

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TABLE 9b
Q.8 LIKELIHOOD OF SPECIFIC TYPES OF PEOPLE USING PUBLIC LIBRARY

		LIBRARY USED							LIBRARY NOT USED					AGE		
		CURRENT USERS				PAST USERS	READ BOOKS			READ BOOKS		SEX				
	TOTAL	TOTAL	TOTAL	HEAVY	LIGHT		YES	NO	TOTAL	YES	NO	MALE	FEMALE	UNDER 40	40 TO 49	50 OR OVER
TOTAL RESPONDENTS	354	143	114	68	46	29	89	54	211	65	146	172	182	105	99	148
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
HOUSEWIVES																
VERY LIKELY	114	70	54	33	21	16	45	25	44	13	31	52	62	33	34	45
	32.2	49.0	47.4	48.5	45.7	55.2	50.6	46.3	20.9	20.0	21.2	30.2	34.1	31.4	34.3	30.4
SOMEWHAT LIKELY	155	56	46	28	18	10	34	22	99	32	67	69	86	45	39	71
	43.8	39.2	40.4	41.2	39.1	34.5	38.2	40.7	46.9	49.2	45.9	40.1	47.3	42.9	39.4	48.0
SOMEWHAT UNLIKELY	58	11	9	6	3	2	8	3	47	13	34	34	24	18	20	20
	16.4	7.7	7.9	8.8	6.5	6.9	9.0	5.6	22.3	20.0	23.3	19.8	13.2	17.1	20.2	13.5
VERY UNLIKELY	18	3	2		2	1	1	2	15	6	9	14	4	5	4	9
	5.1	2.1	1.8		4.3	3.4	1.1	3.7	7.1	9.2	6.2	8.1	2.2	4.8	4.0	6.1
NO ANSWER	9	3	3	1	2		1	2	6	1	5	3	6	4	2	3
	2.5	2.1	2.6	1.5	4.3		1.1	3.7	2.8	1.5	3.4	1.7	3.3	3.8	2.0	2.0
CAREER WOMEN																
VERY LIKELY	139	69	56	32	24	13	44	25	70	22	48	72	67	37	45	57
	39.3	48.3	49.1	47.1	52.2	44.8	49.4	46.3	33.2	33.8	32.9	41.9	36.8	35.2	45.5	38.5
SOMEWHAT LIKELY	137	49	41	26	15	8	28	21	88	25	63	62	75	44	33	58
	38.7	34.3	36.0	38.2	32.6	27.6	31.5	38.9	41.7	38.5	43.2	36.0	41.2	41.9	33.3	39.2
SOMEWHAT UNLIKELY	50	16	10	6	4	6	12	4	34	11	23	25	25	17	14	19
	14.1	11.2	8.8	8.8	8.7	20.7	13.5	7.4	16.1	16.9	15.8	14.5	13.7	16.2	14.1	12.8
VERY UNLIKELY	16	4	4	3	1		2	2	12	7	5	7	9	3	4	9
	4.5	2.8	3.5	4.4	2.2		2.2	3.7	5.7	10.8	3.4	4.1	4.9	2.9	4.0	6.1
NO ANSWER	12	5	3	1	2	2	3	2	7		7	6	6	4	3	5
	3.4	3.5	2.6	1.5	4.3	6.9	3.4	3.7	3.3		4.8	3.5	3.3	3.8	3.0	3.4

(CONTINUED)

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TABLE 9h (CONT'D 2)
Q.8 LIKELIHOOD OF SPECIFIC TYPES OF PEOPLE USING PUBLIC LIBRARY

	RACE		INCOME				OCCUPATION		EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH		
	WHITE	NON-WHITE	UNDER $5,000	$5,000 -10000	$10000 -15000	OVER $15000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOM-PLETE	COM-PLETE	COLLEGE OR MORE	NEWARK	NOT NEWARK	NONE	ONE OR TWO	3 OR MORE
TOTAL RESPUNDENTS	253	101	52	111	61	69	170	113	109	120	123	83	271	199	80	74
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
HOUSEWIVES																
VERY LIKELY	87	27	15	22	22	37	75	19	27	33	54	9	105	55	34	24
	34.4	26.7	28.8	19.8	36.1	53.6	44.1	16.8	24.8	27.5	43.9	10.8	38.7	27.6	42.5	32.4
SOMEWHAT LIKELY	118	37	22	52	29	24	64	60	47	58	49	43	112	89	34	32
	46.6	36.6	42.3	46.8	47.5	34.8	37.6	53.1	43.1	48.3	39.8	51.8	41.3	44.7	42.5	43.2
SOMEWHAT UNLIKELY	29	29	13	28	7	3	20	25	21	26	11	27	31	37	8	13
	11.5	28.7	25.0	25.2	11.5	4.3	11.8	22.1	19.3	21.7	8.9	32.5	11.4	18.6	10.0	17.6
VERY UNLIKELY	11	7	2	8	2	4	6	7	10	1	6	3	15	11	4	3
	4.3	6.9	3.8	7.2	3.3	5.8	3.5	6.2	9.2	.8	4.9	3.6	5.5	5.5	5.0	4.1
NO ANSWER	8	1		1	1	1	5	2	4	2	3	1	8	7		2
	3.2	1.0		.9	1.6	1.4	2.9	1.8	3.7	1.7	2.4	1.2	3.0	3.5		2.7
CAREER WOMEN																
VERY LIKELY	102	37	19	41	31	29	80	32	35	49	53	17	122	72	40	26
	40.3	36.6	36.5	36.9	50.8	42.0	47.1	28.3	32.1	40.8	43.1	20.5	45.0	36.2	50.0	35.1
SOMEWHAT LIKELY	100	37	26	39	21	25	61	49	49	43	45	36	101	84	25	28
	39.5	36.6	50.0	35.1	34.4	36.2	35.9	43.4	45.0	35.8	36.6	43.4	37.3	42.2	31.3	37.8
SOMEWHAT UNLIKELY	32	18	5	23	6	10	19	22	16	21	13	22	28	27	12	11
	12.6	17.8	9.6	20.7	9.8	14.5	11.2	19.5	14.7	17.5	10.6	26.5	10.3	13.6	15.0	14.9
VERY UNLIKELY	8	8	1	7	2	3	5	7	4	5	7	6	10	7	2	7
	3.2	7.9	1.9	6.3	3.3	4.3	2.9	6.2	3.7	4.2	5.7	7.2	3.7	3.5	2.5	9.5
NO ANSWER	11	1	1	1	1	2	5	3	5	2	5	2	10	9	1	2
	4.3	1.0	1.9	.9	1.6	2.9	2.9	2.7	4.6	1.7	4.1	2.4	3.7	4.5	1.3	2.7

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TABLE 91
0.8 LIKELIHOOD OF SPECIFIC TYPES OF PEOPLE USING PUBLIC LIBRARY

		LIBRARY USED							LIBRARY NOT USED			SEX		AGE		
			CURRENT USERS				READ BOOKS			READ BOOKS						
	TOTAL	TOTAL	TOTAL	HEAVY	LIGHT	PAST USERS	YES	NO	TOTAL	YES	NO	MALE	FEMALE	UNDER 40	40 TO 49	50 OR OVER
TOTAL RESPONDENTS	354 100.0	143 100.0	114 100.0	68 100.0	46 100.0	29 100.0	89 100.0	54 100.0	211 100.0	65 100.0	146 100.0	172 100.0	182 100.0	105 100.0	99 100.0	148 100.0
GRADE SCHOOL STUDENTS																
VERY LIKELY	280 79.1	119 83.2	91 79.8	56 82.4	35 76.1	28 96.6	72 80.9	47 87.0	161 76.3	50 76.9	111 76.0	135 78.5	145 79.7	85 81.0	72 72.7	121 81.8
SOMEWHAT LIKELY	56 15.8	16 11.2	16 14.0	8 11.8	8 17.4		12 13.5	4 7.4	40 19.0	12 18.5	28 19.2	28 16.3	28 15.4	17 16.2	19 19.2	20 13.5
SOMEWHAT UNLIKELY	8 2.3	3 2.1	2 1.8	1 1.5	1 2.2	1 3.4	3 3.4		5 2.4	2 3.1	3 2.1	5 2.9	3 1.6	1 1.0	4 4.0	3 2.0
VERY UNLIKELY	6 1.7	3 2.1	3 2.6	2 2.9	1 2.2		2 2.2	1 1.9	3 1.4	1 1.5	2 1.4	3 1.7	3 1.6		3 3.0	3 2.0
NO ANSWER	4 1.1	2 1.4	2 1.8	1 1.5	1 2.2			2 3.7	2 .9		2 1.4	1 .6	3 1.6	2 1.9	1 1.0	1 .7
HIGH SCHOOL STUDENTS																
VERY LIKELY	300 84.7	125 87.4	98 86.0	61 89.7	37 80.4	27 93.1	77 86.5	48 88.9	175 82.9	59 90.8	116 79.5	140 81.4	160 87.9	87 82.9	83 83.8	128 86.5
SOMEWHAT LIKELY	47 13.3	13 9.1	12 10.5	5 7.4	7 15.2	1 3.4	9 10.1	4 7.4	34 16.1	6 9.2	28 19.2	29 16.9	18 9.9	16 15.2	12 12.1	19 12.8
SOMEWHAT UNLIKELY	3 .8	3 2.1	2 1.8	1 1.5	1 2.2	1 3.4	3 3.4					2 1.2	1 .5		3 3.0	
VERY UNLIKELY																
NO ANSWER	4 1.1	2 1.4	2 1.8	1 1.5	1 2.2			2 3.7	2 .9		2 1.4	1 .6	3 1.6	2 1.9	1 1.0	1 .7

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TABLE 91 (CONT'D 2)
Q.8 LIKELIHOOD OF SPECIFIC TYPES OF PEOPLE USING PUBLIC LIBRARY

		RACE		INCOME				OCCUPATION		EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH		
		WHITE	NON-WHITE	UNDER $5,000	$5,000 -10000	$10000 -15000	OVER $15000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOM-PLETE	COM-PLETE	COLLEGE OR MORE	NEWARK	NOT NEWARK	NONE	ONE OR TWO	3 OR MORE
TOTAL RESPONDENTS		253 100.0	101 100.0	52 100.0	111 100.0	61 100.0	69 100.0	170 100.0	113 100.0	109 100.0	120 100.0	123 100.0	83 100.0	271 100.0	199 100.0	80 100.0	74 100.0
GRADE SCHOOL STUDENTS																	
	VERY LIKELY	208 82.2	72 71.3	37 71.2	86 77.5	50 82.0	58 84.1	136 80.0	92 81.4	79 72.5	98 81.7	101 82.1	59 71.1	221 81.5	157 78.9	69 86.3	53 71.6
	SOMEWHAT LIKELY	29 11.5	27 26.7	12 23.1	20 18.0	10 16.4	8 11.6	23 13.5	19 16.8	27 24.8	14 11.7	15 12.2	21 25.3	35 12.9	32 16.1	9 11.3	15 20.3
	SOMEWHAT UNLIKELY	7 2.8	1 1.0	2 3.8	2 1.8	1 1.6	1 1.4	5 2.9	2 1.8	1 .9	5 4.2	2 1.6	2 2.4	6 2.2	3 1.5	1 1.3	4 5.4
	VERY UNLIKELY	5 2.0	1 1.0	1 1.9	3 2.7		1 1.4	4 2.4		1 .9	2 1.7	3 2.4		6 2.2	3 1.5	1 1.3	2 2.7
	NO ANSWER	4 1.6					1 1.4	2 1.2		1 .9	1 .8	2 1.6	1 1.2	3 1.1	4 2.0		
HIGH SCHOOL STUDENTS																	
	VERY LIKELY	226 89.3	74 73.3	40 76.9	91 82.0	53 86.9	62 89.9	151 88.8	92 81.4	84 77.1	108 90.0	106 86.2	60 72.3	240 88.6	163 81.9	75 93.8	61 82.4
	SOMEWHAT LIKELY	21 8.3	26 25.7	11 21.2	20 18.0	7 11.5	6 8.7	14 8.2	21 18.6	24 22.0	9 7.5	14 11.4	21 25.3	26 9.6	32 16.1	5 6.3	10 13.5
	SOMEWHAT UNLIKELY	2 .8	1 1.0	1 1.9		1 1.6		3 1.8			2 1.7	1 .8	1 1.2	2 .7			3 4.1
	VERY UNLIKELY																
	NO ANSWER	4 1.6					1 1.4	2 1.2		1 .9	1 .8	2 1.6	1 1.2	3 1.1	4 2.0		

TABLE 93
0.8 LIKELIHOOD OF SPECIFIC TYPES OF PEOPLE USING PUBLIC LIBRARY

PUBLIC LIBRARY ATTITUDE STUDY

	TOTAL	LIBRARY USED							LIBRARY NOT USED			SEX		AGE		
		TOTAL	CURRENT USERS			PAST USERS	READ BOOKS		TOTAL	READ BOOKS		MALE	FEMALE	UNDER 40	40 TO 49	50 OR OVER
			TOTAL	HEAVY	LIGHT		YES	NO		YES	NO					
COLLEGE STUDENTS																
VERY LIKELY	283	119	95	56	39	24	74	45	164	50	114	135	148	86	75	120
	79.9	83.2	83.3	82.4	84.8	82.8	83.1	83.3	77.7	76.9	78.1	78.5	81.3	81.9	75.8	81.1
SOMEWHAT LIKELY	50	13	12	6	6	1	9	4	37	10	27	24	26	14	17	19
	14.1	9.1	10.5	8.8	13.0	3.4	10.1	7.4	17.5	15.4	18.5	14.0	14.3	13.3	17.2	12.8
SOMEWHAT UNLIKELY	14	7	4	4		3	4	3	7	4	3	11	3	3	5	6
	4.0	4.9	3.5	5.9		10.3	4.5	5.6	3.3	6.2	2.1	6.4	1.6	2.9	5.1	4.1
VERY UNLIKELY	3	2	1	1		1	2		1	1		1	2		1	2
	.8	1.4	.9	1.5		3.4	2.2		.5	1.5		.6	1.1		1.0	1.4
NO ANSWER	4	2	2	1	1			2	2		2	1	3	2	1	1
	1.1	1.4	1.8	1.5	2.2			3.7	.9		1.4	.6	1.6	1.9	1.0	.7

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TABLE 9J (CONT'D 2)
Q.8 LIKELIHOOD OF SPECIFIC TYPES OF PEOPLE USING PUBLIC LIBRARY

PUBLIC LIBRARY ATTITUDE STUDY

	RACE		INCOME				OCCUPATION		EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH		
	WHITE	NON-WHITE	UNDER $5,000	$5,000 -10000	$10000 -15000	OVER $15000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOMPLETE	HIGH SCHOOL COMPLETE	COLLEGE OR MORE	NEWARK	NOT NEWARK	NONE	ONE OR TWO	3 OR MORE
COLLEGE STUDENTS																
VERY LIKELY	209 82.6	74 73.3	38 73.1	89 80.2	52 85.2	53 76.8	138 81.2	91 80.5	79 72.5	102 85.0	100 81.3	57 68.7	226 83.4	158 79.4	72 90.0	52 70.3
SOMEWHAT LIKELY	24 9.5	26 25.7	13 25.0	19 17.1	7 11.5	7 10.1	17 10.0	21 18.6	25 22.9	14 11.7	11 8.9	22 26.5	28 10.3	31 15.6	8 10.0	11 14.9
SOMEWHAT UNLIKELY	13 5.1	1 1.0	1 1.9	3 2.7	2 3.3	7 10.1	10 5.9	1 .9	4 3.7	2 1.7	8 6.5	3 3.6	11 4.1	6 3.0		8 10.8
VERY UNLIKELY	3 1.2					1 1.4	3 1.8			1 .8	2 1.6		3 1.1			3 4.1
NO ANSWER	4 1.6					1 1.4	2 1.2		1 .9	1 .8	2 1.6	1 1.2	3 1.1	4 2.0		

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TABLE 10
Q.98 LENGTH OF TIME TO GET TO CLOSEST LIBRARY

		LIBRARY USED							LIBRARY NOT USED			SEX		AGE		
			CURRENT USERS				READ BOOKS			READ BOOKS						
	TOTAL	TOTAL	TOTAL	HEAVY	LIGHT	PAST USERS	YES	NO	TOTAL	YES	NO	MALE	FEMALE	UNDER 40	40 TO 49	50 OR OVER
TOTAL RESPONDENTS	354	143	114	68	46	29	89	54	211	65	146	172	182	105	99	148
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LESS THAN 5 MINUTES	48	24	20	11	9	4	15	9	24	8	16	27	21	16	14	18
	13.6	16.8	17.5	16.2	19.6	13.8	16.9	16.7	11.4	12.3	11.0	15.7	11.5	15.2	14.1	12.2
5 MINUTES	128	64	47	29	18	17	43	21	64	21	43	74	54	41	34	53
	36.2	44.8	41.2	42.6	39.1	58.6	48.3	38.9	30.3	32.3	29.5	43.0	29.7	39.0	34.3	35.8
6 - 9 MINUTES	23	11	9	6	3	2	8	3	12	4	8	9	14	8	8	6
	6.5	7.7	7.9	8.8	6.5	6.9	9.0	5.6	5.7	6.2	5.5	5.2	7.7	7.6	8.1	4.1
10 MINUTES	74	24	22	14	8	2	13	11	50	13	37	29	45	19	24	31
	20.9	16.8	19.3	20.6	17.4	6.9	14.6	20.4	23.7	20.0	25.3	16.9	24.7	18.1	24.2	20.9
11 - 15 MINUTES	36	15	13	8	5	2	9	6	21	5	16	18	18	9	8	18
	10.2	10.5	11.4	11.8	10.9	6.9	10.1	11.1	10.0	7.7	11.0	10.5	9.9	8.6	8.1	12.2
16 MINUTES AND OVER	30	3	2		2	1		3	27	12	15	11	19	8	8	14
	8.5	2.1	1.8		4.3	3.4		5.6	12.8	18.5	10.3	6.4	10.4	7.6	8.1	9.5
NO ANSWER	15	2	1		1	1	1	1	13	2	11	4	11	4	3	8
	4.2	1.4	.9		2.2	3.4	1.1	1.9	6.2	3.1	7.5	2.3	6.0	3.8	3.0	5.4

(CONTINUED)

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TABLE 10 (CONT'D 2)

Q.98 LENGTH OF TIME TO GET TO CLOSEST LIBRARY

	RACE		INCOME				OCCUPATION		EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH		
	WHITE	NON-WHITE	UNDER $5,000	$5,000 -10000	$10000 -15000	OVER $15000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOMPLETE	HIGH SCHOOL COMPLETE	COLLEGE OR MORE	NEWARK	NOT NEWARK	NONE	ONE OR TWO	3 OR MORE
TOTAL RESPONDENTS	253	101	52	111	61	69	170	113	107	120	123	83	271	199	80	74
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LESS THAN 5 MINUTES	38	10	4	14	12	12	27	16	11	13	24	7	41	25	13	10
	15.0	9.9	7.7	12.6	19.7	17.4	15.9	14.2	10.1	10.8	19.5	8.4	15.1	12.6	16.3	13.5
5 MINUTES	105	23	15	36	22	37	80	28	28	45	54	18	110	63	33	31
	41.5	22.8	28.8	32.4	36.1	53.6	47.1	24.8	25.7	37.5	43.9	21.7	40.6	31.7	41.3	41.9
6 - 9 MINUTES	14	9	1	5	4	8	16	5	3	8	12	3	20	11	6	6
	5.5	8.9	1.9	4.5	6.6	11.6	9.4	4.4	2.8	6.7	9.8	3.6	7.4	5.5	7.5	8.1
10 MINUTES	55	19	12	24	10	12	24	29	31	22	20	14	60	48	12	14
	21.7	18.8	23.1	21.6	16.4	17.4	14.1	25.7	28.4	18.3	16.3	16.9	22.1	24.1	15.0	18.9
11 - 15 MINUTES	25	11	6	14	3		11	17	13	15	8	11	25	22	7	7
	9.9	10.9	11.5	12.6	4.9		6.5	15.0	11.9	12.5	6.5	13.3	9.2	11.1	8.8	9.5
16 MINUTES AND OVER	7	23	6	17	6		7	16	12	13	5	21	9	18	8	4
	2.8	22.8	11.5	15.3	9.8		4.1	14.2	11.0	10.8	4.1	25.3	3.3	9.0	10.0	5.4
NO ANSWER	9	6	8	1	4		5	2	11	4		9	6	12	1	2
	3.6	5.9	15.4	.9	6.6		2.9	1.8	10.1	3.3		10.8	2.2	6.0	1.3	2.7

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TABLE 11

0.9C LIBRARY BRANCH USED MOST OFTEN

		LIBRARY USED							LIBRARY NOT USED			SEX		AGE		
			CURRENT USERS				READ BOOKS			READ BOOKS						
	TOTAL	TOTAL	TOTAL	HEAVY	LIGHT	PAST USERS	YES	NO	TOTAL	YES	NO	MALE	FEMALE	UNDER 40	40 TO 49	50 OR OVER
TOTAL RESPONDENTS	354	143	114	68	46	29	89	54	211	65	146	172	182	105	99	148
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
USE LIBRARY NEAR HOME	159	111	87	49	38	24	69	42	48	15	33	60	99	57	50	52
	44.9	77.6	76.3	72.1	82.6	82.8	77.5	77.8	22.7	23.1	22.6	34.9	54.4	54.3	50.5	35.1
USE LIBRARY NEAR WORK	8	6	5	3	2	1	4	2	2	1	1	6	2	1	5	2
	2.3	4.2	4.4	4.4	4.3	3.4	4.5	3.7	.9	1.5	.7	3.5	1.1	1.0	5.1	1.4
USE LIBRARY NEITHER NEAR HOME NOR WORK	15	11	9	8	1	2	6	5	4	1	3	8	7	2	7	5
	4.2	7.7	7.9	11.8	2.2	6.9	6.7	9.3	1.9	1.5	2.1	4.7	3.8	1.9	7.1	3.4
USE LIBRARY IN HOME TOWN, BUT DIFFERENT BRANCH	15	11	9	5	4	2	7	4	4	3	1	9	6	5	4	6
	4.2	7.7	7.9	7.4	8.7	6.9	7.9	7.4	1.9	4.6	.7	5.2	3.3	4.8	4.0	4.1
DO NOT USE LIBRARY	151								151	44	107	85	66	39	29	82
	42.7								71.6	67.7	73.3	49.4	36.3	37.1	29.3	55.4
NO ANSWER	6	4	4	3	1		3	1	2	1	1	4	2	1	4	1
	1.7	2.8	3.5	4.4	2.2		3.4	1.9	.9	1.5	.7	2.3	1.1	1.0	4.0	.7

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TABLE 11 (CONT'D 2)
Q.9C LIBRARY BRANCH USED MOST OFTEN

	RACE		INCOME				OCCUPATION		EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH		
	WHITE	NON-WHITE	UNDER $5,000	$5,000 -10000	$10000 -15000	OVER $15000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOM-PLETE	HIGH SCHOOL COM-PLETE	COLLEGE OR MORE	NEWARK	NOT NEWARK	NONE	ONE OR TWO	3 OR MORE
TOTAL RESPONDENTS	253 100.0	101 100.0	52 100.0	111 100.0	61 100.0	69 100.0	170 100.0	113 100.0	109 100.0	120 100.0	123 100.0	83 100.0	271 100.0	199 100.0	80 100.0	74 100.0
USE LIBRARY NEAR HOME	123 48.6	36 35.6	14 26.9	44 39.6	32 52.5	39 56.5	88 51.8	43 38.1	33 30.3	57 47.5	68 55.3	22 26.5	137 50.6	74 37.2	45 56.3	39 52.7
USE LIBRARY NEAR WORK	8 3.2			3 2.7	2 3.3	2 2.9	7 4.1	1 .9	2 1.8	1 .8	5 4.1		8 3.0	3 1.5		5 6.8
USE LIBRARY NEITHER NEAR HOME NOR WORK	10 4.0	5 5.0		4 3.6	3 4.9	3 4.3	10 5.9	4 3.5	1 .9	8 6.7	6 4.9	1 1.2	14 5.2	8 4.0	3 3.8	4 5.4
USE LIBRARY IN HOME TOWN, BUT DIFFERENT BRANCH	11 4.3	4 4.0	2 3.8	5 4.5	2 3.3	4 5.8	11 6.5	2 1.8	2 1.8	4 3.3	9 7.3	7 8.4	8 3.0	5 2.5	5 6.3	5 6.8
DO NOT USE LIBRARY	98 38.7	53 52.5	35 67.3	53 47.7	21 34.4	20 29.0	51 30.0	62 54.9	69 63.3	49 40.8	32 26.0	50 60.2	101 37.3	107 53.8	25 31.3	19 25.7
NO ANSWER	3 1.2	3 3.0	1 1.9	2 1.8	1 1.6	1 1.4	3 1.8	1 .9	2 1.8	1 .8	3 2.4	3 3.6	3 1.1	2 1.0	2 2.5	2 2.7

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TABLE 12
Q.2 NUMBER OF BOOKS READ IN PAST MONTH OR SO

		LIBRARY USED							LIBRARY NOT USED			SEX		AGE		
			CURRENT USERS				READ BOOKS			READ BOOKS						
	TOTAL	TOTAL	TOTAL	HEAVY	LIGHT	PAST USERS	YES	NO	TOTAL	YES	NO	MALE	FEMALE	UNDER 40	40 TO 49	50 OR OVER
TOTAL RESPONDENTS	354	143	114	68	46	29	89	54	211	65	146	172	182	105	99	148
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NONE	199	53	35	16	19	18		53	146		146	89	110	47	51	99
	56.2	37.1	30.7	23.5	41.3	62.1		98.1	69.2		100.0	51.7	60.4	44.8	51.5	66.9
ONE	38	20	17	10	7	3	20		18	18		24	14	12	10	16
	10.7	14.0	14.9	14.7	15.2	10.3	22.5		8.5	27.7		14.0	7.7	11.4	10.1	10.8
TWO	42	18	17	11	6	1	18		24	24		19	23	19	13	10
	11.9	12.6	14.9	16.2	13.0	3.4	20.2		11.4	36.9		11.0	12.6	18.1	13.1	6.8
THREE	24	17	16	13	3	1	17		7	7		15	9	5	12	7
	6.8	11.9	14.0	19.1	6.5	3.4	19.1		3.3	10.8		8.7	4.9	4.8	12.1	4.7
FOUR	13	9	9	6	3		9		4	4		3	10	6	3	4
	3.7	6.3	7.9	8.8	6.5		10.1		1.9	6.2		1.7	5.5	5.7	3.0	2.7
FIVE	10	7	5	3	2	2	7		3	3		6	4	3	3	4
	2.8	4.9	4.4	4.4	4.3	6.9	7.9		1.4	4.6		3.5	2.2	2.9	3.0	2.7
SIX	9	6	5	3	2	1	6		3	3		5	4	4	2	3
	2.5	4.2	4.4	4.4	4.3	3.4	6.7		1.4	4.6		2.9	2.2	3.8	2.0	2.0
SEVEN	3	1				1	1		2	2		1	2	1	2	
	.8	.7				3.4	1.1		.9	3.1		.6	1.1	1.0	2.0	
EIGHT																
NINE	1	1	1		1		1					1				1
	.3	.7	.9		2.2		1.1					.6				.7
MISCELLANEOUS	14	10	9	6	3	1	10		4	4		9	5	7	3	4
	4.0	7.0	7.9	8.8	6.5	3.4	11.2		1.9	6.2		5.2	2.7	6.7	3.0	2.7
DK/NA	1	1				1		1					1	1		
	.3	.7				3.4		1.9					.5	1.0		

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TABLE 12 (CONT'D 2)
Q.2 NUMBER OF BOOKS READ IN PAST MONTH OR SO

PUBLIC LIBRARY ATTITUDE STUDY

		RACE		INCOME				OCCUPATION		EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH		
		WHITE	NON-WHITE	UNDER $5,000	$5,000 -10000	$10000 -15000	OVER $15000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOM-PLETE	HIGH SCHOOL COM-PLETE	COLLEGE OR MORE	NEWARK	NOT NEWARK	NONE	ONE OR TWO	3 OR MORE
TOTAL RESPONDENTS		253 100.0	101 100.0	52 100.0	111 100.0	61 100.0	69 100.0	170 100.0	113 100.0	109 100.0	120 100.0	123 100.0	83 100.0	271 100.0	199 100.0	80 100.0	74 100.0
	NONE	135 53.4	64 63.4	40 76.9	62 55.9	36 59.0	26 37.7	75 44.1	73 64.6	87 79.8	67 55.8	44 35.8	57 68.7	142 52.4	199 100.0		
	ONE	30 11.9	8 7.9	3 5.8	12 10.8	9 14.8	10 14.5	21 12.4	12 10.6	6 5.5	8 6.7	23 18.7	7 8.4	31 11.4		38 47.5	
	TWO	30 11.9	12 11.9	4 7.7	17 15.3	6 9.8	10 14.5	22 12.9	12 10.6	4 3.7	23 19.2	15 12.2	9 10.8	33 12.2		42 52.5	
	THREE	16 6.3	8 7.9	2 3.8	8 7.2	1 1.6	5 7.2	17 10.0	5 4.4	4 3.7	8 6.7	12 9.8	5 6.0	19 7.0			24 32.4
	FOUR	10 4.0	3 3.0		3 2.7	1 1.6	3 4.3	9 5.3	3 2.7	1 .9	6 5.0	6 4.9	2 2.4	11 4.1			13 17.6
	FIVE	8 3.2	2 2.0	1 1.9	2 1.8	4 6.6	2 2.9	5 2.9	4 3.5	4 3.7	1 .8	5 4.1	1 1.2	9 3.3			10 13.5
	SIX	7 2.8	2 2.0	1 1.9	2 1.8	1 1.6	5 7.2	7 4.1	1 .9	1 .9	2 1.7	6 4.9	1 1.2	8 3.0			9 12.2
	SEVEN	3 1.2			1 .9		2 2.9	2 1.2	1 .9	1 .9		2 1.6		3 1.1			3 4.1
	EIGHT																
	NINE	1 .4			1 .9				1 .9		1 .8			1 .4			1 1.4
	MISCELLANEOUS	12 4.7	2 2.0	1 1.9	3 2.7	3 4.9	5 7.2	11 6.5	1 .9	1 .9	3 2.5	10 8.1	1 1.2	13 4.8			14 18.9
	DK/NA	1 .4					1 1.4	1 .6			1 .8			1 .4			

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TABLE 13
Q.1A TAKEN BUS IN PAST WEEK OR SO
Q.1B SEEN ADS INSIDE/OUTSIDE BUSES

		LIBRARY USED							LIBRARY NOT USED			SEX		AGE		
			CURRENT USERS				READ BOOKS			READ BOOKS						
	TOTAL	TOTAL	TOTAL	HEAVY	LIGHT	PAST USERS	YES	NO	TOTAL	YES	NO	MALE	FEMALE	UNDER 40	40 TO 49	50 OR OVER
TOTAL RESPONDENTS	354 100.0	143 100.0	114 100.0	68 100.0	46 100.0	29 100.0	89 100.0	54 100.0	211 100.0	65 100.0	146 100.0	172 100.0	182 100.0	105 100.0	99 100.0	148 100.0
DID NOT TAKE BUS	280 79.1	119 83.2	96 84.2	57 83.8	39 84.8	23 79.3	79 88.8	40 74.1	161 76.3	48 73.8	113 77.4	143 83.1	137 75.3	86 81.9	77 77.8	116 78.4
TOOK BUS	74 20.9	24 16.8	18 15.8	11 16.2	7 15.2	6 20.7	10 11.2	14 25.9	50 23.7	17 26.2	33 22.6	29 16.9	45 24.7	19 18.1	22 22.2	32 21.6
DID NOT SEE ADS	50 14.1	16 11.2	11 9.6	7 10.3	4 8.7	5 17.2	9 10.1	7 13.0	34 16.1	12 18.5	22 15.1	22 12.8	28 15.4	13 12.4	14 14.1	23 15.5
SAW ADS	24 6.8	8 5.6	7 6.1	4 5.9	3 6.5	1 3.4	1 1.1	7 13.0	16 7.6	5 7.7	11 7.5	7 4.1	17 9.3	6 5.7	8 8.1	9 6.1

(CONTINUED)

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TABLE 13 (CONT'D 2)
Q.1A TAKEN BUS IN PAST WEEK OR SO
Q.1B SEEN ADS INSIDE/OUTSIDE BUSES

	RACE		INCOME				OCCUPATION		EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH		
	WHITE	NON-WHITE	UNDER $5,000	$5,000 -10000	$10000 -15000	OVER $15000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOMPLETE	HIGH SCHOOL COMPLETE	COLLEGE OR MORE	NEWARK	NOT NEWARK	NONE	ONE OR TWO	3 OR MORE
TOTAL RESPONDENTS	253 100.0	101 100.0	52 100.0	111 100.0	61 100.0	69 100.0	170 100.0	113 100.0	109 100.0	120 100.0	123 100.0	83 100.0	271 100.0	199 100.0	80 100.0	74 100.0
DID NOT TAKE BUS	213 84.2	67 66.3	35 67.3	83 74.8	49 80.3	62 89.9	140 82.4	87 77.0	79 72.5	93 77.5	106 86.2	56 67.5	224 82.7	152 76.4	66 82.5	61 82.4
TOOK BUS	40 15.8	34 33.7	17 32.7	28 25.2	12 19.7	7 10.1	30 17.6	26 23.0	30 27.5	27 22.5	17 13.8	27 32.5	47 17.3	47 23.6	14 17.5	13 17.6
DID NOT SEE ADS	30 11.9	20 19.8	12 23.1	17 15.3	9 14.8	5 7.2	22 12.9	14 12.4	20 18.3	18 15.0	12 9.8	18 21.7	32 11.8	29 14.6	11 13.9	10 13.5
SAW ADS	10 4.0	14 13.9	5 9.6	11 9.9	3 4.9	2 2.9	8 4.7	12 10.6	10 9.2	9 7.5	5 4.1	9 10.8	15 5.5	18 9.0	3 3.8	3 4.1

TABLE 14
Q.10 DAILY NEWSPAPER(S) READ REGULARLY

PUBLIC LIBRARY ATTITUDE STUDY

		LIBRARY USED							LIBRARY NOT USED			SEX		AGE		
		CURRENT USERS					READ BOOKS			READ BOOKS						
	TOTAL	TOTAL	TOTAL	HEAVY	LIGHT	PAST USERS	YES	NO	TOTAL	YES	NO	MALE	FEMALE	UNDER 40	40 TO 49	50 OR OVER
TOTAL RESPONDENTS	354	143	114	68	46	29	89	54	211	65	146	172	182	105	99	148
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NEWARK NEWS	229	99	76	46	30	23	64	35	130	45	85	113	116	64	62	102
	64.7	69.2	66.7	67.6	65.2	79.3	71.9	64.8	61.6	69.2	58.2	65.7	63.7	61.0	62.6	68.9
NEWARK STAR LEDGER	142	47	41	22	19	6	27	20	95	22	73	73	69	40	38	63
	40.1	32.9	36.0	32.4	41.3	20.7	30.3	37.0	45.0	33.8	50.0	42.4	37.9	38.1	38.4	42.6
NEW YORK NEWS	28	8	5	3	2	3	5	3	20	7	13	13	15	8	11	8
	7.9	5.6	4.4	4.4	4.3	10.3	5.6	5.6	9.5	10.8	8.9	7.6	8.2	7.6	11.1	5.4
NEW YORK TIMES	59	40	34	19	15	6	27	13	19	10	9	32	27	18	19	21
	16.7	28.0	29.8	27.9	32.6	20.7	30.3	24.1	9.0	15.4	6.2	18.6	14.8	17.1	19.2	14.2
WALL STREET JOURNAL	18	11	8	4	4	3	7	4	7	3	4	14	4	5	6	7
	5.1	7.7	7.0	5.9	8.7	10.3	7.9	7.4	3.3	4.6	2.7	8.1	2.2	4.8	6.1	4.7
NEW YORK POST	3	2	2	2			1	1	1	1		3		2		1
	.8	1.4	1.8	2.9			1.1	1.9	.5	1.5		1.7		1.9		.7
NEW YORK (NFI)	2	2	1		1	1	1	1				1	1	1	1	
	.6	1.4	.9		2.2	3.4	1.1	1.9				.6	.5	1.0	1.0	
NONE	26	9	8	7	1	1	7	2	17	3	14	11	15	9	4	13
	7.3	6.3	7.0	10.3	2.2	3.4	7.9	3.7	8.1	4.6	9.6	6.4	8.2	8.6	4.0	8.8
OTHERS	13	6	4	2	2	2	3	3	7	2	5	1	12	6	3	4
	3.7	4.2	3.5	2.9	4.3	6.9	3.4	5.6	3.3	3.1	3.4	.6	6.6	5.7	3.0	2.7
DK/NA	3								3	1	2	1	2		1	2
	.8								1.4	1.5	1.4	.6	1.1		1.0	1.4

(CONTINUED)

TABLE 14 (CONT'D 2)
Q.1D DAILY NEWSPAPER(S) READ REGULARLY

		RACE		INCOME				OCCUPATION		EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH		
		WHITE	NON-WHITE	UNDER $5,000	$5,000 -10000	$10000 -15000	OVER $15000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOM-PLETE	COM-PLETE	COLLEGE OR MORE	NEWARK	NOT NEWARK	NONE	ONE OR TWO	3 OR MORE
TOTAL RESPONDENTS		253 100.0	101 100.0	52 100.0	111 100.0	61 100.0	69 100.0	170 100.0	113 100.0	109 100.0	120 100.0	123 100.0	83 100.0	271 100.0	199 100.0	80 100.0	74 100.0
NEWARK NEWS		176 69.6	53 52.5	29 55.8	59 53.2	38 62.3	58 84.1	118 69.4	71 62.8	60 55.0	82 68.3	86 69.9	47 56.6	182 67.2	120 60.3	56 70.0	53 71.6
NEWARK STAR LEDGER		93 36.8	49 48.5	20 38.5	61 55.0	26 42.6	13 18.8	55 32.4	63 55.8	52 47.7	54 45.0	36 29.3	41 49.4	101 37.3	93 46.7	29 36.3	20 27.0
NEW YORK NEWS		17 6.7	11 10.9	1 1.9	16 14.4	5 8.2	2 2.9	9 5.3	16 14.2	12 11.0	12 10.0	4 3.3	9 10.8	19 7.0	16 8.0	6 7.5	6 8.1
NEW YORK TIMES		49 19.4	10 9.9	1 1.9	11 9.9	10 16.4	28 40.6	50 29.4	5 4.4	2 1.8	16 13.3	41 33.3	4 4.8	55 20.3	22 11.1	16 20.0	21 28.4
WALL STREET JOURNAL		16 6.3	2 2.0		1 .9	1 1.6	13 18.8	14 8.2	1 .9	2 1.8	1 .8	15 12.2	2 2.4	16 5.9	8 4.0	3 3.8	7 9.5
NEW YORK POST		2 .8	1 1.0		1 .9		2 2.9	2 1.2	1 .9			3 2.4	1 1.2	2 .7	1 .5	1 1.3	1 1.4
NEW YORK (NFI)		2 .8				2 3.3		2 1.2				2 1.6		2 .7	1 .5		1 1.4
NONE		17 6.7	9 8.9	9 17.3	8 7.2	3 4.9	2 2.9	11 6.5	2 1.8	15 13.8	4 3.3	6 4.9	10 12.0	16 5.9	16 8.0	4 5.0	6 8.1
OTHERS		12 4.7	1 1.0	2 3.8	2 1.8	4 6.6	3 4.3	7 4.1	2 1.8	6 5.5	2 1.7	5 4.1	1 1.2	12 4.4	7 3.5	3 3.8	2 2.7
DK/NA			3 3.0	2 3.8		1 1.6		1 .6	1 .9	2 1.8		1 .8		3 1.1	2 1.0	1 1.3	

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TABLE 15
O.IE SUNDAY NEWSPAPER(S) READ REGULARLY

		LIBRARY USED						LIBRARY NOT USED					AGE		
		CURRENT USERS			PAST	READ BOOKS			READ BOOKS		SEX				
	TOTAL	TOTAL	TOTAL	HEAVY	LIGHT	USERS	YES	NO	TOTAL	YES	NO	MALE	FEMALE	UNDER 40	40 TO 49	50 OR OVER
TOTAL RESPONDENTS	354	143	114	68	46	29	89	54	211	65	146	172	182	105	99	148
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NEWARK NEWS	222	97	74	46	28	23	62	35	125	40	85	107	115	67	55	98
	62.7	67.8	64.9	67.6	60.9	79.3	69.7	64.8	59.2	61.5	58.2	62.2	63.2	63.8	55.6	66.2
NEWARK STAR LEDGER	123	42	35	17	18	7	25	17	81	17	64	54	69	39	35	49
	34.7	29.4	30.7	25.0	39.1	24.1	28.1	31.5	38.4	26.2	43.8	31.4	37.9	37.1	35.4	33.1
NEW YORK NEWS	47	15	13	5	8	2	10	5	32	7	25	20	27	12	17	17
	13.3	10.5	11.4	7.4	17.4	6.9	11.2	9.3	15.2	10.8	17.1	11.6	14.8	11.4	17.2	11.5
NEW YORK TIMES	83	60	54	35	19	6	44	16	23	18	5	48	35	24	30	29
	23.4	42.0	47.4	51.5	41.3	20.7	49.4	29.6	10.9	27.7	3.4	27.9	19.2	22.9	30.3	19.6
WALL STREET JOURNAL	1								1	1		1		1		
	.3								.5	1.5		.6		1.0		
NEW YORK POST																
NEW YORK (NFI)	2	1	1		1			1	1		1		2	1		1
	.6	.7	.9		2.2			1.9	.5		.7		1.1	1.0		.7
NONE	19	4	3	2	1	1	4		15	4	11	7	12	4	4	11
	5.4	2.8	2.6	2.9	2.2	3.4	4.5		7.1	6.2	7.5	4.1	6.6	3.8	4.0	7.4
OTHERS	6	2	1	1		1	1	1	4	1	3	1	5		2	4
	1.7	1.4	.9	1.5		3.4	1.1	1.8	1.9	1.5	2.1	.6	2.7		2.0	2.7
DK/NA	5								5	1	4	4	1	1	4	
	1.4								2.4	1.5	2.7	2.3	.5	1.0	4.0	

(CONTINUED)

TABLE 15 (CONT'D 2)
Q.1E SUNDAY NEWSPAPER(S) READ REGULARLY

	RACE		INCOME				OCCUPATION		EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH		
	WHITE	NON-WHITE	UNDER $5,000	$5,000 -10000	$10000 -15000	OVER $15000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOM-PLETE	HIGH SCHOOL COM-PLETE	COLLEGE OR MORE	NEWARK	NOT NEWARK	NONE	ONE OR TWO	3 OR MORE
TOTAL RESPONDENTS	253 100.0	101 100.0	52 100.0	111 100.0	61 100.0	69 100.0	170 100.0	113 100.0	109 100.0	120 100.0	123 100.0	83 100.0	271 100.0	199 100.0	80 100.0	74 100.0
NEWARK NEWS	173 68.4	49 48.5	26 50.0	67 60.4	38 62.3	46 66.7	109 64.1	73 64.6	61 56.0	83 69.2	76 61.8	47 56.6	175 64.6	119 59.8	53 66.3	49 66.2
NEWARK STAR LEDGER	81 32.0	42 41.6	20 38.5	53 47.7	24 39.3	10 14.5	40 23.5	57 50.4	47 43.1	51 42.5	25 20.3	35 42.2	88 32.5	80 40.2	24 30.0	18 24.3
NEW YORK NEWS	31 12.3	16 15.8	2 3.8	23 20.7	10 16.4	4 5.8	17 10.0	26 23.0	21 19.3	15 12.5	11 8.9	13 15.7	34 12.5	30 15.1	6 7.5	11 14.9
NEW YORK TIMES	68 26.9	15 14.9	1 1.9	11 9.9	15 24.6	39 56.5	70 41.2	7 6.2	4 3.7	16 13.3	63 51.2	5 6.0	78 28.8	21 10.6	24 30.0	38 51.4
WALL STREET JOURNAL	1 .4					1 1.4	1 .6				1 .8		1 .4			1 1.4
NEW YORK POST																
NEW YORK (NFI)	2 .8		1 1.9		1 1.6		2 1.2		1 .9		1 .8		2 .7	2 1.0		
NONE	10 4.0	9 8.9	9 17.3	4 3.6	3 4.9	1 1.4	7 4.1	3 2.7	12 11.0	1 .8	6 4.9	6 7.2	13 4.8	11 5.5	3 3.8	5 6.8
OTHERS	6 2.4		1 1.9	2 1.8		2 2.9	3 1.8	2 1.8	3 2.8	1 .8	2 1.6	1 1.2	5 1.8	4 2.0	1 1.3	1 1.4
DK/NA	2 .8	3 3.0	3 5.8			1 1.4	1 .6	2 1.8	5 4.6			3 3.6	2 .7	4 2.0		1 1.4

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TABLE 16
Q.1F READ WEEKLY NEWSPAPERS REGULARLY

		LIBRARY USED							LIBRARY NOT USED			SEX		AGE		
			CURRENT USERS				READ BOOKS			READ BOOKS						
	TOTAL	TOTAL	TOTAL	HEAVY	LIGHT	PAST USERS	YES	NO	TOTAL	YES	NO	MALE	FEMALE	UNDER 40	40 TO 49	50 OR OVER
TOTAL RESPONDENTS	354 100.0	143 100.0	114 100.0	68 100.0	46 100.0	29 100.0	89 100.0	54 100.0	211 100.0	65 100.0	146 100.0	172 100.0	182 100.0	105 100.0	99 100.0	148 100.0
YES	152 42.9	78 54.5	62 54.4	34 50.0	28 60.9	16 55.2	48 53.9	30 55.6	74 35.1	28 43.1	46 31.5	79 45.9	73 40.1	43 41.0	46 46.5	61 41.2
NO	198 55.9	63 44.1	50 43.9	32 47.1	18 39.1	13 44.8	39 43.8	24 44.4	135 64.0	37 56.9	98 67.1	90 52.3	108 59.3	61 58.1	52 52.5	85 57.4
DK/NA	4 1.1	2 1.4	2 1.8	2 2.9			2 2.2		2 .9		2 1.4	3 1.7	1 .5	1 1.0	1 1.0	2 1.4

(CONTINUED)

TABLE 16 (CONT'D 2)
Q.1F READ WEEKLY NEWSPAPERS REGULARLY

	RACE		INCOME				OCCUPATION		EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH		
	WHITE	NON-WHITE	UNDER $5,000	$5,000 -10000	$10000 -15000	OVER $15000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOM-PLETE	HIGH SCHOOL COM-PLETE	COLLEGE OR MORE	NEWARK	NOT NEWARK	NONE	ONE OR TWO	3 OR MORE
TOTAL RESPONDENTS	253 100.0	101 100.0	52 100.0	111 100.0	61 100.0	69 100.0	170 100.0	113 100.0	109 100.0	120 100.0	123 100.0	83 100.0	271 100.0	199 100.0	80 100.0	74 100.0
YES	123 48.6	29 28.7	13 25.0	38 34.2	33 54.1	37 53.6	89 52.4	43 38.1	31 28.4	55 45.8	65 52.8	7 8.4	145 53.5	76 38.2	42 52.5	34 45.9
NO	127 50.2	71 70.3	38 73.1	73 65.8	28 45.9	31 44.9	78 45.9	69 61.1	77 70.6	64 53.3	56 45.5	75 90.4	123 45.4	121 60.8	38 47.5	38 51.4
DK/NA	3 1.2	1 1.0	1 1.9			1 1.4	3 1.8	1 .9	1 .9	1 .8	2 1.6	1 1.2	3 1.1	2 1.0		2 2.7

TABLE 17
Q.10A NUMBER OF CHILDREN LIVING AT HOME

		LIBRARY USED							LIBRARY NOT USED			SEX		AGE		
			CURRENT USERS				READ BOOKS			READ BOOKS						
	TOTAL	TOTAL	TOTAL	HEAVY	LIGHT	PAST USERS	YES	NO	TOTAL	YES	NO	MALE	FEMALE	UNDER 40	40 TO 49	50 OR OVER
TOTAL RESPONDENTS	354 100.0	143 100.0	114 100.0	68 100.0	46 100.0	29 100.0	89 100.0	54 100.0	211 100.0	65 100.0	146 100.0	172 100.0	182 100.0	105 100.0	99 100.0	148 100.0
NONE	152 42.9	42 29.4	32 28.1	19 27.9	13 28.3	10 34.5	17 19.1	25 46.3	110 52.1	34 52.3	76 52.1	77 44.8	75 41.2	20 19.0	28 28.3	103 69.6
ONE	52 14.7	22 15.4	15 13.2	8 11.8	7 15.2	7 24.1	13 14.6	9 16.7	30 14.2	9 13.8	21 14.4	23 13.4	29 15.9	14 13.3	18 18.2	19 12.8
TWO	64 18.1	37 25.9	33 28.9	19 27.9	14 30.4	4 13.8	23 25.8	14 25.9	27 12.8	9 13.8	18 12.3	33 19.2	31 17.0	24 22.9	24 24.2	16 10.8
THREE	51 14.4	28 19.6	23 20.2	16 23.5	7 15.2	5 17.2	25 28.1	3 5.6	23 10.9	7 10.8	16 11.0	23 13.4	28 15.4	31 29.5	16 16.2	4 2.7
FOUR	21 5.9	10 7.0	8 7.0	4 5.9	4 8.7	2 6.9	7 7.9	3 5.6	11 5.2	4 6.2	7 4.8	11 6.4	10 5.5	9 8.6	6 6.1	6 4.1
FIVE	8 2.3	2 1.4	1 .9	1 1.5		1 3.4	2 2.2		6 2.8	1 1.5	5 3.4	2 1.2	6 3.3	4 3.8	4 4.0	
SIX																
SEVEN	2 .6								2 .9		2 1.4		2 1.1	1 1.0	1 1.0	
EIGHT	1 .3	1 .7	1 .9	1 1.5			1 1.1						1 .5		1 1.0	
NINE	1 .3								1 .5		1 .7	1 .6			1 1.0	
TEN OR MORE																
NO ANSWER	2 .6	1 .7	1 .9		1 2.2		1 1.1		1 .5	1 1.5		2 1.2		2 1.9		

(CONTINUED)

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TABLE 17 (CONT'D 2)
Q.10A NUMBER OF CHILDREN LIVING AT HOME

	RACE		INCOME				OCCUPATION		EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH		
	WHITE	NON-WHITE	UNDER $5,000	$5,000 -10000	$10000 -15000	OVER $15000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOM-PLETE	HIGH SCHOOL COM-PLETE	COLLEGE OR MORE	NEWARK	NOT NEWARK	NONE	ONE OR TWO	3 OR MORE
TOTAL RESPONDENTS	253 100.0	101 100.0	52 100.0	111 100.0	61 100.0	69 100.0	170 100.0	113 100.0	109 100.0	120 100.0	123 100.0	83 100.0	271 100.0	199 100.0	80 100.0	74 100.0
NONE	105 41.5	47 46.5	43 82.7	44 39.6	18 29.5	23 33.3	60 35.3	45 39.8	64 58.7	45 37.5	43 35.0	48 57.8	104 38.4	101 50.8	25 31.3	26 35.1
ONE	34 13.4	18 17.8		20 18.0	11 18.0	11 15.9	26 15.3	17 15.0	11 10.1	15 12.5	25 20.3	7 8.4	45 16.6	30 15.1	12 15.0	10 13.5
TWO	47 18.6	17 16.8	1 1.9	26 23.4	14 23.0	14 20.3	36 21.2	26 23.0	18 16.5	22 18.3	24 19.5	14 16.9	50 18.5	32 16.1	17 21.3	15 20.3
THREE	41 16.2	10 9.9	3 5.8	14 12.6	9 14.8	13 18.8	28 16.5	15 13.3	8 7.3	24 20.0	19 15.4	9 10.8	42 15.5	18 9.0	17 21.3	15 20.3
FOUR	14 5.5	7 6.9	3 5.8	4 3.6	5 8.2	6 8.7	14 8.2	4 3.5	5 4.6	8 6.7	8 6.5	5 6.0	16 5.9	10 5.0	5 6.3	6 8.1
FIVE	6 2.4	2 2.0	2 3.8	2 1.8	2 3.3	2 2.9	5 2.9	2 1.8	2 1.8	5 4.2	1 .8		8 3.0	5 2.5	2 2.5	1 1.4
SIX																
SEVEN	2 .8			1 .9	1 1.6			2 1.8	1 .9		1 .8		2 .7	2 1.0		
EIGHT	1 .4						1 .6				1 .8		1 .4			1 1.4
NINE	1 .4				1 1.6			1 .9		1 .8			1 .4	1 .5		
TEN OR MORE																
NO ANSWER	2 .8							1 .9			1 .8		2 .7		2 2.5	

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TABLE 18
Q.11 EDUCATION

	TOTAL	LIBRARY USED							LIBRARY NOT USED			SEX		AGE		
		TOTAL	CURRENT USERS			PAST USERS	READ BOOKS		TOTAL	READ BOOKS		MALE	FEMALE	UNDER 40	40 TO 49	50 OR OVER
			TOTAL	HEAVY	LIGHT		YES	NO		YES	NO					
TOTAL RESPONDENTS	354 100.0	143 100.0	114 100.0	68 100.0	46 100.0	29 100.0	89 100.0	54 100.0	211 100.0	65 100.0	146 100.0	172 100.0	182 100.0	105 100.0	99 100.0	148 100.0
GRAMMAR SCHOOL OR LESS	25 7.1	2 1.4	2 1.8	1 1.5	1 2.2		1 1.1	1 1.9	23 10.9		23 15.8	16 9.3	9 4.9		4 4.0	20 13.5
HIGH SCHOOL INCOMPLETE	84 23.7	17 11.9	11 9.6	4 5.9	7 15.2	6 20.7	7 7.9	10 18.5	67 31.8	14 21.5	53 36.3	30 17.4	54 29.7	21 20.0	18 18.2	45 30.4
COMPLETED HIGH SCHOOL	112 31.6	42 29.4	31 27.2	20 29.4	11 23.9	11 37.9	26 29.2	16 29.6	70 33.2	25 38.5	45 30.8	47 27.3	65 35.7	36 34.3	37 37.4	38 25.7
COLLEGE INCOMPLETE	45 12.7	23 16.1	18 15.8	10 14.7	8 17.4	5 17.2	15 16.9	8 14.8	22 10.4	12 18.5	10 6.8	20 11.6	25 13.7	15 14.3	12 12.1	18 12.2
COMPLETED COLLEGE OR MORE	78 22.0	55 38.5	50 43.9	31 45.6	19 41.3	5 17.2	39 43.8	16 29.6	23 10.9	13 20.0	10 6.8	56 32.6	22 12.1	29 27.6	26 26.3	23 15.5
OTHER	8 2.3	3 2.1	2 1.8	2 2.9		1 3.4	1 1.1	2 3.7	5 2.4		5 3.4	1 .6	7 3.8	2 1.9	2 2.0	4 2.7
NO ANSWER	2 .6	1 .7				1 3.4		1 1.9	1 .5	1 1.5		2 1.2		2 1.9		

(CONTINUED)

TABLE 18 (CONT'D 2)
0.11 EDUCATION

	RACE		INCOME				OCCUPATION		EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH		
	WHITE	NON-WHITE	UNDER $5,000	$5,000 -10000	$10000 -15000	OVER $15000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOMPLETE	COMPLETE	COLLEGE OR MORE	NEWARK	NOT NEWARK	NONE	ONE OR TWO	3 OR MORE
TOTAL RESPONDENTS	253 100.0	101 100.0	52 100.0	111 100.0	61 100.0	69 100.0	170 100.0	113 100.0	109 100.0	120 100.0	123 100.0	83 100.0	271 100.0	199 100.0	80 100.0	74 100.0
GRAMMAR SCHOOL OR LESS	14 5.5	11 10.9	12 23.1	6 5.4	1 1.6	1 1.4	4 2.4	11 9.7	25 22.9			9 10.8	16 5.9	24 12.1	1 1.3	
HIGH SCHOOL INCOMPLETE	54 21.3	30 29.7	26 50.0	36 32.4	6 9.8	3 4.3	15 8.8	40 35.4	84 77.1			33 39.8	51 18.8	63 31.7	9 11.3	12 16.2
COMPLETED HIGH SCHOOL	81 32.0	31 30.7	11 21.2	45 40.5	25 41.0	10 14.5	52 30.6	46 40.7		112 93.3		26 31.3	86 31.7	60 30.2	31 38.8	20 27.0
COLLEGE INCOMPLETE	32 12.6	13 12.9	2 3.8	16 14.4	8 13.1	11 15.9	22 12.9	13 11.5			45 36.6	5 6.0	40 14.8	18 9.0	18 22.5	9 12.2
COMPLETED COLLEGE OR MORE	64 25.3	14 13.9		7 6.3	20 32.8	42 60.9	72 42.4	1 .9			78 63.4	6 7.2	72 26.6	26 13.1	20 25.0	32 43.2
OTHER	6 2.4	2 2.0	1 1.9	1 .9	1 1.6	2 2.9	5 2.9	2 1.8		8 6.7		3 3.6	5 1.8	7 3.5		1 1.4
NO ANSWER	2 .8					1						1 1.2	1 .4	1 .5	1 1.3	

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PUBLIC LIBRARY ATTITUDE STUDY

TABLE 19
Q.12 AGE

		LIBRARY USED						LIBRARY NOT USED					AGE		
		CURRENT USERS			PAST USERS	READ BOOKS			READ BOOKS		SEX				
	TOTAL	TOTAL	TOTAL	HEAVY	LIGHT		YES	NO	TOTAL	YES	NO	MALE	FEMALE	UNDER 40	40 TO 49	50 OR OVER
TOTAL RESPONDENTS	354	143	114	68	46	29	89	54	211	65	146	172	182	105	99	148
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNDER 20																
IN YOUR 20'S	30	14	12	5	7	2	12	2	16	7	9	12	18	30		
	8.5	9.8	10.5	7.4	15.2	6.9	13.5	3.7	7.6	10.8	6.2	7.0	9.9	28.6		
IN YOUR 30'S	75	35	30	18	12	5	25	10	40	13	27	34	41	75		
	21.2	24.5	26.3	26.5	26.1	17.2	28.1	18.5	19.0	20.0	18.5	19.8	22.5	71.4		
IN YOUR 40'S	99	48	38	24	14	10	29	19	51	19	32	46	53		99	
	28.0	33.6	33.3	35.3	30.4	34.5	32.6	35.2	24.2	29.2	21.9	26.7	29.1		100.0	
IN YOUR 50'S	77	29	21	12	9	8	15	14	48	13	35	46	31			77
	21.8	20.3	18.4	17.6	19.6	27.6	16.9	25.9	22.7	20.0	24.0	26.7	17.0			52.0
60 YEARS OR OLDER	71	16	12	8	4	4	8	8	55	13	42	32	39			71
	20.1	11.2	10.5	11.8	8.7	13.8	9.0	14.8	26.1	20.0	28.8	18.6	21.4			48.0
NO ANSWER	2	1	1	1				1	1		1	2				
	.6	.7	.9	1.5				1.9	.5		.7	1.2				

(CONTINUED)

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TABLE 19 (CONT'D 2)
Q.12 AGE

	RACE		INCOME				OCCUPATION		EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH		
	WHITE	NON-WHITE	UNDER $5,000	$5,000 -10000	$10000 -15000	OVER $15000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOM-PLETE	HIGH SCHOOL COM-PLETE	COLLEGE OR MORE	NEWARK	NOT NEWARK	NONE	ONE OR TWO	3 OR MORE
TOTAL RESPONDENTS	253 100.0	101 100.0	52 100.0	111 100.0	61 100.0	69 100.0	170 100.0	113 100.0	109 100.0	120 100.0	123 100.0	83 100.0	271 100.0	199 100.0	80 100.0	74 100.0
UNDER 20																
IN YOUR 20'S	19 7.5	11 10.9	2 3.8	15 13.5	4 6.6	3 4.3	16 9.4	10 8.8	5 4.6	13 10.8	11 8.9	10 12.0	20 7.4	11 5.5	7 8.8	12 16.2
IN YOUR 30'S	55 21.7	20 19.8	5 9.6	23 20.7	15 24.6	20 29.0	42 24.7	23 20.4	16 14.7	25 20.8	33 26.8	16 19.3	59 21.8	36 18.1	24 30.0	14 18.9
IN YOUR 40'S	71 28.1	28 27.7	9 17.3	30 27.0	25 41.0	20 29.0	58 34.1	32 28.3	22 20.2	39 32.5	38 30.9	21 25.3	78 28.8	51 25.6	23 28.8	25 33.8
IN YOUR 50'S	56 22.1	21 20.8	4 7.7	31 27.9	11 18.0	17 24.6	34 20.0	33 29.2	28 25.7	26 21.7	23 18.7	20 24.1	57 21.0	49 24.6	16 20.0	12 16.2
60 YEARS OR OLDER	51 20.2	20 19.8	32 61.5	12 10.8	6 9.8	9 13.0	18 10.6	15 13.3	37 33.9	16 13.3	18 14.6	16 19.3	55 20.3	50 25.1	10 12.5	11 14.9
NO ANSWER	1 .4	1 1.0					2 1.2		1 .9	1 .8			2 .7	2 1.0		

TABLE 20
Q.138 OCCUPATION OF CHIEF WAGE EARNER

		LIBRARY USED							LIBRARY NOT USED			SEX		AGE		
		CURRENT USERS				PAST USERS	READ BOOKS			READ BOOKS						
	TOTAL	TOTAL	TOTAL	HEAVY	LIGHT		YES	NO	TOTAL	YES	NO	MALE	FEMALE	UNDER 40	40 TO 49	50 OR OVER
TOTAL RESPONDENTS	354 100.0	143 100.0	114 100.0	68 100.0	46 100.0	29 100.0	89 100.0	54 100.0	211 100.0	65 100.0	146 100.0	172 100.0	182 100.0	105 100.0	99 100.0	148 100.0
PROFESSIONAL, TECHNICAL AND KINDRED WORKERS	51 14.4	31 21.7	26 22.8	17 25.0	9 19.6	5 17.2	21 23.6	10 18.5	20 9.5	12 18.5	8 5.5	27 15.7	24 13.2	20 19.0	19 19.2	12 8.1
FARMERS																
MANAGERS, OFFICIALS, AND PROPRIETERS	60 16.9	37 25.9	32 28.1	18 26.5	14 30.4	5 17.2	21 23.6	16 29.6	23 10.9	9 13.8	14 9.6	31 18.0	29 15.9	16 15.2	24 24.2	20 13.5
CLERICAL AND KINDRED WORKERS	34 9.6	17 11.9	13 11.4	10 14.7	3 6.5	4 13.8	12 13.5	5 9.3	17 8.1	7 10.8	10 6.8	19 11.0	15 8.2	13 12.4	12 12.1	8 5.4
SALES WORKERS	25 7.1	14 9.8	11 9.6	7 10.3	4 8.7	3 10.3	8 9.0	6 11.1	11 5.2	4 6.2	7 4.8	13 7.6	12 6.6	9 8.6	3 3.0	12 8.1
CRAFTSMEN, FOREMEN, AND KINDRED WORKERS	46 13.0	10 7.0	8 7.0	3 4.4	5 10.9	2 6.9	9 10.1	1 1.9	36 17.1	11 16.9	25 17.1	30 17.4	16 8.8	14 13.3	10 10.1	22 14.9
OPERATIVES AND KINDRED WORKERS	34 9.6	8 5.6	5 4.4		5 10.9	3 10.3	3 3.4	5 9.3	26 12.3	7 10.8	19 13.0	17 9.9	17 9.3	7 6.7	11 11.1	16 10.8
SERVICE WORKERS	27 7.6	6 4.2	6 5.3	5 7.4	1 2.2		4 4.5	2 3.7	21 10.0	4 6.2	17 11.6	13 7.6	14 7.7	8 7.6	10 10.1	9 6.1
LABORERS, EXCEPT FARM AND MINE	6 1.7	4 2.8	3 2.6	1 1.5	2 4.3	1 3.4	2 2.2	2 3.7	2 .9		2 1.4	2 1.2	4 2.2	4 3.8	1 1.0	1 .7
RETIRED, STUDENT, WIDOW	39 11.0	8 5.6	5 4.4	3 4.4	2 4.3	3 10.3	5 5.6	3 5.6	31 14.7	8 12.3	23 15.8	12 7.0	27 14.8		1 1.0	38 25.7
UNEMPLOYED, ON RELIEF, LAID-OFF	12 3.4								12 5.7		12 8.2	2 1.2	10 5.5	5 4.8	3 3.0	4 2.7
HOUSEWIFE OR OTHER DEPENDENT OF CHIEF BREADWINNER	1 .3								1 .5		1 .7		1 .5			1 .7
NO OCCUPATION GIVEN	19 5.4	8 5.6	5 4.4	4 5.9	1 2.2	3 10.3	4 4.5	4 7.4	11 5.2	3 4.6	8 5.5	6 3.5	13 7.1	9 8.6	5 5.1	5 3.4

(CONTINUED)

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TABLE 20 (CONT'D 2)
Q.138 OCCUPATION OF CHIEF WAGE EARNER

	RACE		INCOME				OCCUPATION		EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH		
	WHITE	NON-WHITE	UNDER $5,000	$5,000 -10000	$10000 -15000	OVER $15000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOMPLETE	HIGH SCHOOL COMPLETE	COLLEGE OR MORE	NEWARK	NOT NEWARK	NONE	ONE OR TWO	3 OR MORE
TOTAL RESPONDENTS	253 100.0	101 100.0	52 100.0	111 100.0	61 100.0	69 100.0	170 100.0	113 100.0	109 100.0	120 100.0	123 100.0	83 100.0	211 100.0	199 100.0	80 100.0	74 100.0
PROFESSIONAL, TECHNICAL AND KINDRED WORKERS	41 16.2	10 9.9	2 3.8	6 5.4	15 24.6	25 36.2	51 30.0		3 2.8	10 8.3	38 30.9	8 9.6	43 15.9	18 9.0	14 17.5	19 25.7
FARMERS																
MANAGERS, OFFICIALS, AND PROPRIETERS	50 19.8	10 9.9		13 11.7	12 19.7	22 31.9	60 35.3		7 6.4	24 20.0	29 23.6	4 4.8	56 20.7	29 14.6	15 18.8	15 20.3
CLERICAL AND KINDRED WORKERS	28 11.1	6 5.9	1 1.9	15 13.5	7 11.5	5 7.2	34 20.0		6 5.5	16 13.3	12 9.8	4 4.8	30 11.1	15 7.5	11 13.8	8 10.8
SALES WORKERS	22 8.7	3 3.0		4 3.6	6 9.8	11 15.9	25 14.7		3 2.8	7 5.8	15 12.2	2 2.4	23 8.5	13 6.5	3 3.8	9 12.2
CRAFTSMEN, FOREMEN, AND KINDRED WORKERS	33 13.0	13 12.9	2 3.8	26 23.4	10 16.4			46 40.7	18 16.5	22 18.3	6 4.9	14 16.9	32 11.8	26 13.1	14 17.5	6 8.1
OPERATIVES AND KINDRED WORKERS	14 5.5	20 19.8	1 1.9	23 20.7	5 8.2	2 2.9		34 30.1	18 16.5	13 10.8	3 2.4	15 18.1	19 7.0	24 12.1	5 6.3	5 6.8
SERVICE WORKERS	17 6.7	10 9.9	4 7.7	12 10.8	3 4.9			27 23.9	13 11.9	9 7.5	5 4.1	7 8.4	20 7.4	19 9.5	5 6.3	3 4.1
LABORERS, EXCEPT FARM AND MINE	4 1.6	2 2.0		5 4.5				6 5.3	2 1.8	4 3.3		3 3.6	3 1.1	4 2.0		2 2.7
RETIRED, STUDENT, WIDOW	30 11.9	9 8.9	29 55.8	2 1.8	1 1.6	2 2.9			20 18.3	10 8.3	9 7.3	12 14.5	27 10.0	26 13.1	9 11.3	4 5.4
UNEMPLOYED, ON RELIEF, LAID-OFF	2 .8	10 9.9	12 23.1						11 10.1	1 .8		9 10.8	3 1.1	12 6.0		
HOUSEWIFE OR OTHER DEPENDENT OF CHIEF BREADWINNER		1 1.0	1 1.9						1 .9				1 .4	1 .5		
NO OCCUPATION GIVEN	12 4.7	7 6.9		5 4.5	2 3.3	2 2.9			7 6.4	4 3.3	6 4.9	5 6.0	14 5.2	12 6.0	4 5.0	3 4.1

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TABLE 21
Q.14 TOTAL FAMILY INCOME

		LIBRARY USED							LIBRARY NOT USED			SEX		AGE		
			CURRENT USERS			PAST USERS	READ BOOKS			READ BOOKS						
	TOTAL	TOTAL	TOTAL	HEAVY	LIGHT		YES	NO	TOTAL	YES	NO	MALE	FEMALE	UNDER 40	40 TO 49	50 OR OVER
TOTAL RESPONDENTS	354 100.0	143 100.0	114 100.0	68 100.0	46 100.0	29 100.0	89 100.0	54 100.0	211 100.0	65 100.0	146 100.0	172 100.0	182 100.0	105 100.0	99 100.0	148 100.0
UNDER $10,000	171 48.4	46 32.2	36 31.6	20 29.4	16 34.8	10 34.5	29 32.5	17 31.5	125 59.3	36 55.5	87 60.9	74 43.1	97 53.3	47 44.7	40 40.4	84 56.8
UNDER $5,000	52 14.7	5 3.5	1 .9		1 2.2	4 13.8	2 2.2	3 5.6	47 22.3	10 15.4	37 25.3	12 7.0	40 22.0	7 6.7	9 9.1	36 24.3
$5,000 TO $7,500	53 15.0	15 10.5	13 11.4	6 8.8	7 15.2	2 6.9	7 7.9	8 14.8	38 18.0	12 18.5	26 17.8	27 15.7	26 14.3	20 19.0	11 11.1	22 14.9
OVER $7,500	58 16.4	22 15.4	20 17.5	13 19.1	7 15.2	2 6.9	18 20.2	4 7.4	36 17.1	12 18.5	24 16.4	33 19.2	25 13.7	18 17.1	19 19.2	21 14.2
NO ANSWER	8 2.3	4 2.8	2 1.8	1 1.5	1 2.2	2 6.9	2 2.2	2 3.7	4 1.9	2 3.1	2 1.4	2 1.2	6 3.3	2 1.9	1 1.0	5 3.4
OVER $10,000	183 51.7	97 67.9	78 68.4	48 70.5	30 65.1	19 65.4	60 67.4	37 68.6	86 40.7	29 44.6	57 39.1	98 57.0	85 46.6	58 55.3	59 59.6	64 43.3
UNDER $15,000	61 17.2	29 20.3	23 20.2	13 19.1	10 21.7	6 20.7	16 18.0	5 9.3	32 15.2	9 13.8	23 15.8	38 22.1	23 12.6	19 18.1	25 25.3	17 11.5
OVER $15,000	69 19.5	40 28.0	33 28.9	23 33.8	10 21.7	7 24.1	28 31.5	12 22.2	29 13.7	14 21.5	15 10.3	39 22.7	30 16.5	23 21.9	20 20.2	26 17.6
NO ANSWER	8 2.3	5 3.5	4 3.5	2 2.9	2 4.3	1 3.4	2 2.2	3 5.6	3 1.4	2 3.1	1 .7	1 .6	7 3.8	3 2.9	3 3.0	2 1.4
NO ANSWER	45 12.7	23 16.1	18 15.8	10 14.7	8 17.4	5 17.2	14 15.7	9 16.7	22 10.4	4 6.2	18 12.3	20 11.6	25 13.7	13 12.4	11 11.1	19 12.8

(CONTINUED)

TABLE 21 (CONT'D 2)
Q.14 TOTAL FAMILY INCOME

	RACE		INCOME				OCCUPATION		EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH		
	WHITE	NON-WHITE	UNDER $5,000	$5,000 -10000	$10000 -15000	OVER $15000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOM-PLETE	COM-PLETE	COLLEGE OR MORE	NEWARK	NOT NEWARK	NONE	ONE OR TWO	3 OR MORE
TOTAL RESPONDENTS	253 100.0	101 100.0	52 100.0	111 100.0	61 100.0	69 100.0	170 100.0	113 100.0	109 100.0	120 100.0	123 100.0	83 100.0	271 100.0	199 100.0	80 100.0	74 100.0
UNDER $10,000	95 37.6	76 75.3	52 100.0	111 100.0			43 25.4	78 69.0	84 77.2	62 51.6	25 20.3	66 79.5	103 38.7	106 53.3	36 45.1	29 39.3
UNDER $5,000	29 11.5	23 22.8	52 100.0				3 1.8	7 6.2	38 34.9	12 10.0	2 1.6	24 28.9	28 10.3	40 20.1	7 8.8	5 6.8
$5,000 TO $7,500	24 9.5	29 28.7		53 47.7			17 10.0	34 30.1	26 23.9	19 15.8	8 6.5	23 27.7	30 11.1	34 17.1	12 15.0	7 9.5
OVER $7,500	38 15.0	20 19.8		58 52.3			21 12.4	32 23.3	16 14.7	27 22.5	15 12.2	14 16.9	44 16.2	28 14.1	17 21.3	13 17.6
NO ANSWER	4 1.6	4 4.0					2 1.2	5 4.4	4 3.7	4 3.3		5 6.0	3 1.1	4 2.0		4 5.4
OVER $10,000	158 62.5	25 24.7			61 100.0	69 100.0	127 74.7	35 31.0	25 22.9	58 48.4	98 79.7	17 20.4	166 61.3	93 46.8	44 55.1	45 60.8
UNDER $15,000	48 19.0	13 12.9			61 100.0		40 23.5	18 15.9	7 6.4	26 21.7	28 22.8	7 8.4	54 19.9	36 18.1	15 18.8	10 13.5
OVER $15,000	63 24.9	6 5.9				69 100.0	63 37.1	2 1.8	4 3.7	12 10.0	53 43.1	4 4.8	65 24.0	26 13.1	20 25.0	22 29.7
NO ANSWER	8 3.2						7 4.1	1 .9		5 4.2	3 2.4	1 1.2	7 2.6	4 2.0	2 2.5	2 2.7
NO ANSWER	39 15.4	6 5.9					17 10.0	14 12.4	14 12.8	15 12.5	14 11.4	5 6.0	40 14.8	27 13.6	7 8.8	11 14.9

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TABLE 22
Q.15 SEX

		LIBRARY USED						LIBRARY NOT USED			SEX		AGE		
			CURRENT USERS				READ BOOKS			READ BOOKS					
	TOTAL	TOTAL	TOTAL	HEAVY	LIGHT	PAST USERS	YES	NO	TOTAL	YES	NO	MALE	FEMALE	UNDER 40	40 TO 49	50 OR OVER
TOTAL RESPONDENTS	354	143	114	68	46	29	89	54	211	65	146	172	182	105	99	148
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MALE	172	64	52	31	21	12	44	20	108	39	69	172		46	46	78
	48.6	44.8	45.6	45.6	45.7	41.4	49.4	37.0	51.2	60.0	47.3	100.0		43.8	46.5	52.7
FEMALE	182	79	62	37	25	17	45	34	103	26	77		182	59	53	70
	51.4	55.2	54.4	54.4	54.3	58.6	50.6	63.0	48.8	40.0	52.7		100.0	56.2	53.5	47.3

(CONTINUED)

datatab inc.

TABLE 22 (CONT'D 2)
Q.15 SEX

	RACE		INCOME				OCCUPATION		EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH		
	WHITE	NON-WHITE	UNDER $5,000	$5,000 -10000	$10000 -15000	OVER $15000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOMPLETE	HIGH SCHOOL COMPLETE	COLLEGE OR MORE	NEWARK	NOT NEWARK	NONE	ONE OR TWO	3 OR MORE
TOTAL RESPONDENTS	253 100.0	101 100.0	52 100.0	111 100.0	61 100.0	69 100.0	170 100.0	113 100.0	109 100.0	120 100.0	123 100.0	83 100.0	271 100.0	199 100.0	80 100.0	74 100.0
MALE	123 48.6	49 48.5	12 23.1	60 54.1	38 62.3	39 56.5	90 52.9	62 54.9	46 42.2	48 40.0	76 61.8	35 42.2	137 50.6	89 44.7	43 53.8	40 54.1
FEMALE	130 51.4	52 51.5	40 76.9	51 45.9	23 37.7	30 43.5	80 47.1	51 45.1	63 57.8	72 60.0	47 38.2	48 57.8	134 49.4	110 55.3	37 46.3	34 45.9

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TABLE 23
Q.16A RACE/TYPE OF INTERVIEW

		LIBRARY USED							LIBRARY NOT USED					AGE		
			CURRENT USERS				READ BOOKS			READ BOOKS		SEX				
	TOTAL	TOTAL	TOTAL	HEAVY	LIGHT	PAST USERS	YES	NO	TOTAL	YES	NO	MALE	FEMALE	UNDER 40	40 TO 49	50 OR OVER
TOTAL RESPONDENTS	354	143	114	68	46	29	89	54	211	65	146	172	182	105	99	148
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WHITE	253	117	92	59	33	25	74	43	136	43	93	123	130	74	71	107
	71.5	81.8	80.7	86.8	71.7	86.2	83.1	79.6	64.5	66.2	63.7	71.5	71.4	70.5	71.7	72.3
NON-WHITE	101	26	22	9	13	4	15	11	75	22	53	49	52	31	28	41
	28.5	18.2	19.3	13.2	28.3	13.8	16.9	20.4	35.5	33.8	36.3	28.5	28.6	29.5	28.3	27.7
PERSONAL	48	6	6	1	5		3	3	42	10	32	24	24	20	14	14
	13.6	4.2	5.3	1.5	10.9		3.4	5.6	19.9	15.4	21.9	14.0	13.2	19.0	14.1	9.5
TELEPHONE	53	20	16	8	8	4	12	8	33	12	21	25	28	11	14	27
	15.0	14.0	14.0	11.8	17.4	13.8	13.5	14.8	15.6	18.5	14.4	14.5	15.4	10.5	14.1	18.2

(CONTINUED)

datatab inc.

TABLE 23 (CONT'D 2)
Q.16A RACE/TYPE OF INTERVIEW

	RACE		INCOME				OCCUPATION		EDUCATION			RESIDENCE		NO. OF BOOKS READ/MONTH		
	WHITE	NON-WHITE	UNDER $5,000	$5,000 -10000	$10000 -15000	OVER $15000	WHITE COLLAR	BLUE COLLAR	HIGH SCHOOL INCOM-PLETE	HIGH SCHOOL COM-PLETE	COLLEGE OR MORE	NEWARK	NOT NEWARK	NONE	ONE OR TWO	3 OR MORE
TOTAL RESPONDENTS	253 100.0	101 100.0	52 100.0	111 100.0	61 100.0	69 100.0	170 100.0	113 100.0	109 100.0	120 100.0	123 100.0	83 100.0	271 100.0	199 100.0	80 100.0	74 100.0
WHITE	253 100.0		29 55.8	62 55.9	48 78.7	63 91.3	141 82.9	68 60.2	68 62.4	87 72.5	96 78.0	39 47.0	214 79.0	135 67.8	60 75.0	57 77.0
NON-WHITE		101 100.0	23 44.2	49 44.1	13 21.3	6 8.7	29 17.1	45 39.8	41 37.6	33 27.5	27 22.0	44 53.0	57 21.0	64 32.2	20 25.0	17 23.0
PERSONAL		48 47.5	18 34.6	27 24.3	3 4.9		5 2.9	26 23.0	23 21.1	17 14.2	8 6.5	30 36.1	18 6.6	35 17.6	8 10.0	5 6.8
TELEPHONE		53 52.5	5 9.6	22 19.8	10 16.4	6 8.7	24 14.1	19 16.8	18 16.5	16 13.3	19 15.4	14 16.9	39 14.4	29 14.6	12 15.0	12 16.2

MARKET DYNAMICS, INC
Princeton, New Jersey

SPEAK ONLY TO ADULTS

861-P

PUBLIC LIBRARY ATTITUDE STUDY

Hello, I'm _____ of Market Dynamics Research Company of Princeton, New Jersey. We're conducting a survey in this area and I'd like to ask you a few questions.

1a. Have you taken a bus in the past week or so?

1 YES ——→ ASK Q. 1b
2 NO ——→ SKIP TO Q. 1d

b. Do you recall having seen any ads either on the inside or the outside of buses within the past week?

1 YES ——→ ASK Q. 1c
2 NO ——→ SKIP TO Q. 1d

c. Which products or services do you remember having seen advertised on buses during the past week? (PROBE) Any others?

_____ _____ _____

_____ _____ _____

(ASK EVERYONE)

d. What daily newspaper or newspapers do you regularly read?

_____ _____ _____

e. What newspaper or newspapers, if any, do you regularly read on Sundays?

_____ _____ _____

f. Do you regularly read any newspapers which are published once a week?

1 YES
2 NO

2. Now, on another subject, about how many books, if any, have you read during the past month or so?

_____ BOOKS
Y NONE

3a. Within the past year or so, have you used the services of a public library for any purpose?

1 YES ——→ SKIP TO Q. 4a

2 NO ——→ b. In what ways could public library services be changed so that they would be of use to you? (PROBE WELL FOR CHANGES AND IMPROVEMENTS)

_____

_____

_____

_____ | | |

110 (SKIP TO Q. 5)

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4a. About how long ago did you last use any services of a public library? (FORCE ESTIMATE)

1 WITHIN THE PAST WEEK
2 TWO TO THREE WEEKS AGO
3 ONE MONTH AGO (FOUR WEEKS AGO)
4 TWO TO THREE MONTHS AGO
5 FOUR TO ELEVEN MONTHS AGO
6 ONE YEAR AGO OR SO

b. In what ways could public library services be changed to be more useful to you? (PROBE WELL)

b. In what ways could public library services be changed so that you might use them more often? (PROBE WELL)

(ASK EVERYONE)

5. I'm going to read you a list of public library services.

(IF 1 CIRCLED IN Q. 3a, ASK):

As I read each, please tell me whether or not you have ever used the public library for that service. How about . . .

(IF 1 "NOT" CIRCLED IN Q. 3a, ASK):

As I read each, please tell me whether or not such a service might ever be of interest to you. How about . . .

	YES	NO
For borrowing books?	1	1
For reading magazines?	2	2
For borrowing films?	3	3
For phonograph records?	4	4
For information by telephone?	5	5
For obtaining information at the library?	6	6
For borrowing framed or mounted pictures?	7	7
For microfilms?	8	8
For photocopying?	9	9
For reading newspapers?	0	0
For special programs?	X	X
For investment information?	Y	Y

IF 1 NOT CIRCLED IN Q. 3a, SKIP TO Q. 8

(IF 1 CIRCLED IN Q. 3a, ASK):

6. I'm going to ask you to give your opinion of the public library you use most often.

In general, would you say the public library is . . .

1 EXTREMELY HELPFUL,
2 VERY HELPFUL,
3 SOMEWHAT HELPFUL,
4 NOT TOO HELPFUL, or
5 NOT AT ALL HELPFUL?

7. Now, I'd like you to rate the public library you use most often on a few specific qualities.

How about (QUALITY). Would you say the public library you use most often is "excellent," "very good," "fair," or "poor" on (QUALITY)?

	EXCELLENT	VERY GOOD	FAIR	POOR	NOT APPLICABLE
a. The amount of parking space	1	2	3	4	5
b. Comfort	1	2	3	4	
c. Ease of getting there	1	2	3	4	
d. Availability of any information you want	1	2	3	4	5
e. The number of seats	1	2	3	4	
f. Quietness	1	2	3	4	
g. Availability of the books you want	1	2	3	4	
h. Hours open	1	2	3	4	
i. Providing information by telephone	1	2	3	4	5
j. Helpfulness of staff	1	2	3	4	
k. Ease of finding what you want	1	2	3	4	

(ASK EVERYONE)

8. Now, I'll read to you a list of different types of people. For each type of person I mention, please tell me how likely you think that person would be to use the services of a public library.

How about (TYPE OF PEOPLE)? Would you say they would be "very likely," "somewhat likely," "somewhat unlikely," or "very unlikely" to use the services of a public library--not a school library?

	VERY LIKELY	SOMEWHAT LIKELY	SOMEWHAT UNLIKELY	VERY UNLIKELY
Older adults	1	2	3	4
Younger adults	1	2	3	4
Children	1	2	3	4
High school graduates	1	2	3	4
Persons not completing high school	1	2	3	4
College graduates	1	2	3	4
People with high incomes	1	2	3	4
People with low incomes	1	2	3	4
Business men	1	2	3	4
Factory workers	1	2	3	4
Professionals, such as, engineers, managers, doctors, and the like	1	2	3	4
Housewives	1	2	3	4
Career women	1	2	3	4
Grade school students	1	2	3	4
High school students	1	2	3	4
College students	1	2	3	4

9a. What public library is closest to your home? (RECORD NAME OF PUBLIC LIBRARY AND LOCATION)

_____ _____
(BRANCH NAME) (TOWN/CITY-LOCATION, IF NECESSARY)

b. And about how long (does/would) it take you to get there by whichever means of transportation you (would) use?

_____MINUTES

c. Is this the public library you use most often?

1 YES

2 NO ⟶ What public library do you use most often? (RECORD NAME OF LIBRARY AND LOCATION)

_____ _____
(LIBRARY) (TOWN/CITY-LOCATION, IF NECESSARY)

3 NEVER USE ANY PUBLIC LIBRARY

Now, I'd like to ask you a few more questions for classification purposes.

10a. How many children live at your home?

_____CHILDREN

X NONE ⟶ SKIP TO Q. 11

b. (Does/do) your (child/children) use the public library?

1 YES

2 NO

c. How would you rate the services available to your (child/children) at the public library? Remember, we're talking about the public library rather than the school library?

Would you say the public library's services for your (child/children) are excellent, very good, fair, or poor?

1 EXCELLENT

2 VERY GOOD

3 FAIR

4 POOR

5 OTHER ANSWER (SPECIFY):_____

(ASK EVERYONE)

11. What is the last grade you completed in school?

1 HIGH SCHOOL INCOMPLETE

2 COMPLETED HIGH SCHOOL

3 COLLEGE INCOMPLETE

4 COMPLETED COLLEGE OR MORE

5 OTHER (SPECIFY):_____

12. And into which of the following age groups do you fall? Are you . . .

1 UNDER 20,

2 IN YOUR 20'S,

3 IN YOUR 30'S,

4 IN YOUR 40'S,

5 IN YOUR 50'S. or are you

6 60 YEARS OR OLDER?

13a. Are you the chief wage earner of the household?

.1 YES

b. What is your occupation? (PLEASE BE SPECIFIC)

_____ (JOB)

_____ (INDUSTRY)

c. In what city do you work?

_____ (CITY)

2 NO

b. What is the occupation of the chief wage earner of the household? (PLEASE BE SPECIFIC)

_____ (JOB)

_____ (INDUSTRY)

c. And in what city does he work?

_____ (CITY)

14. Is your total annual family income under $10,000 or over $10,000?

8 UNDER $10,000 ⟶ Is that . . . 1 UNDER $5,000,

2 BETWEEN $5,000 AND $7,500, or

3 OVER $7,500?

9 OVER $10,000 ⟶ Is that . . . 5 UNDER $15,000, or

6 OVER $15,000?

15. CIRCLE SEX OF RESPONDENT: 1 MALE

2 FEMALE

16a. LISTING CODE: 1 TELEPHONE INTERVIEW ⟶ b. 4 DW

2 PERSONAL INTERVIEW 5 PW

6 PN

7 DN

RESPONDENT'S NAME: _____ PHONE NO.: _____

ADDRESS: _____

CITY: _____ STATE: _____

114

THANK YOU VERY MUCH FOR YOUR COOPERATION.

INTERVIEWED BY: _____ DATE: _____

MARKET DYNAMICS, INC.
MARKETING RESEARCH

mdi

Research Park, Princeton, New Jersey 08540
New York 212-925-1320
Princeton 609-921-2461

April 10, 1969

Mrs. Muriel Vilinsky
2506 Berkshire Road
Fairlawn, New Jersey 07410

Dear Muriel:

Thank you for assisting us in our Library Attitude Study, 861-R. Enclosed you should find the following materials, including extras:

375 Questionnaires
20 Supervisor's Letters
8 Identification cards
1 List of names and telephone numbers
20 Interviewer Instructions
30 Time and Expense Sheets
8 Better Business Bureau cards

You are responsible for completing 350 interviews among adults in Essex County, New Jersey. This over-all quota is divided into telephone and personal interviews among Negro and White respondents as indicated below:

	Total Respondents	White Respondents	Negro Respondents
Telephone Interviews	302	254	48
Personal Interviews	48	---	48
TOTAL	350	254	96

Your telephone interviews are to be completed from among adults who reside in households shown on the enclosed list. Any adult of the designated sex in these households may be interviewed whether or not that is the person whose name is shown on the list.

You are to work, initially, with those listings which are preceded by the initials D.W. or D.N. These signify definitely White and definitely Negro respectively. If such listings do not yield the required number of interviews in your quotas, go on to the P.W. or P.N. designations. These signify probably White or probably Negro. You will not be able to ask respondents their race on the telephone. Therefore, all households designated with either P.W. or D.W. will be considered White and will count toward your White quota. Similarly all designated P.N. or D.N. will count toward your Negro quota.

There is one further designation on these listed names. We have marked either M or F beside each listing. This designates the sex of the person to be interviewed within each household. There can be no substitutes made in this regard.

You should attempt calls to households marked M during the evening when men are more likely to be at home. Women (designated W) should be called during the day. Make an original and up to two callback attempts to secure an interview in a household before substituting another household. With women, you should make a third attempt during the evening since she might be a working woman. You will have to use your own judgement regarding callbacks with each individual household. If someone definitely refuses to speak to you, don't bother to try again. The subsequent attempts would be a mere waste of time.

In making your assignments, split your list among your interviewers so that each girl has only numbers she can call without incurring toll charges.

Please use these lists to keep a record of calls made. They will, therefore, serve as your tally sheets. Be sure to return them with your completed assignment.

Negroes interviewed personally will be selected from within areas assigned to you earlier. All such respondents must not own telephones listed in the telephone directory. This is a question which must be asked prior to beginning every such interview. It is all right if they have a telephone with an unlisted number. The reason for this is that we are trying to interview Negroes who would not be able to fall into our telephone sample.

You are to use ten telephone and four personal interviewers on this study. The four personal interviewers must be Negroes. Try your best to get interviewers who reside within a reasonable distance from where they will be working.

Interviewing will begin immediately following your briefing session and should be finished within four working days thereafter.

For your validation, ask questions 3a and 9a. As an additional validation on the personal interviews, we will be looking up these telephone numbers in the directory to make sure that there is no listing.

I have enclosed extra copies of this letter so that they may be distributed to your interviewers. Should you have any problems at all, please contact me at once.

Cordially,

Ray

Raymond Roshkoff
Account Group Manager

RR/cc

Enclosures

MARKET DYNAMICS, INC.
Princeton, New Jersey

861-R

INTERVIEWER INSTRUCTIONS

STUDY AND PURPOSE

Thank you for participating in our Library Attitude Study, 861-R. The purpose is to ascertain the attitude and opinions of Essex County residents toward their public libraries.

QUOTA AND DEADLINE

Telephone interviewers will have approximately 30 interviews to complete within four working days.

Personal interviewers will have 12 interviews to complete (6 in each of two areas). These should take no longer than three days to complete at the most.

QUALIFICATION

Telephone interviews may be completed only from among persons over 21 who reside within one of the listed households. You will be assigned a quota of persons within households designated White and a quota of persons within households designated Negro. In both cases, those marked D.W. or D.N. should be contacted first. Only a member of the sex designated for a particular household may be interviewed within that household. Half of your White and half of your Negro quota is to be among members of each sex.

Personal interviews must be accomplished within the areas assigned to you (6 from each of the two areas). Such persons must not have a telephone with a number listed in the local directory. (This fact must be established prior to the start of each interview and the words "no listed telephone" recorded at the top of each questionnaire. We will be validating each such interview by looking up the phone numbers in the directory.) Half of those interviewed in each area must be men and half must be women. Interview men on the even and women on the odd numbered side of the street. Follow the callback instructions outlined for telephone interviewers.

WHEN TO INTERVIEW

You will work between 3 and 9:30 P.M. daily on weekdays and all day Saturday.

WHERE TO INTERVIEW (Personal Interviewers Only)

You have been issued two area maps. Your interviewing location is outlined on these maps. The "X" in one corner of your location indicates your starting point. Starting at the assigned point on your map, contact each housing unit as you come to it until you have completed six interviews. Do the same thing with the other map. Thus, when you have completed your assignment, you will have twelve interviews, six from each of the two maps. In general, a housing unit is a room or group of rooms occupied or intended for occupancy by one family or other small group of persons, or a person living alone. It has at least one of the following distinguishing characteristics:

1. Direct access from the outside, or, as in most apartment houses, through a shared entrance hall.

STUDY AND PURPOSE

Thank you for participating in our Library Attitude Study, 861-R. The purpose is to ascertain the attitude and opinions of Essex County residents toward their public libraries.

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Telephone interviewers will have approximately 30 interviews to complete within four working days.

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1. Direct access from the outside, or, as in most apartment houses, through a shared entrance hall.
2. A kitchen, or cooking equipment for the exclusive use of its occupants.

Remember that housing units may be found behind stores, over garages and in converted garages and barns.

Some special situations are described below:

1. Hotel accommodations are housing units if they are the usual residence of the occupants.
2. Separate living quarters of staff and supervisory personnel in institutions are considered to be housing units. See rule 4 below about the exclusion of other persons living in institutions.
3. Trailers, tents, boats and railroad cars are housing units if occupied as regular living quarters. They are not considered as housing units if they are vacant, used only for extra sleeping space of vacationers, or used only for business.

4. Quarters shared by five or more persons, unrelated to the head, are considered to be group quarters and are excluded from the sample. Group quarters are found in institutions, dormitories, barracks, convents, nurses' homes and other places where the occupants do not have separate living arrangements. In the case of rooming or boarding houses, if there are five or more roomers or boarders, not related to the landlord or person in charge, their living arrangements are considered to be group quarters and are excluded from the sample. However, the living arrangements of the landlord qualify as a housing unit. If there are four or fewer roomers or boarders, they are counted as part of the landlord's housing unit.

5. The following are not to be considered as housing units: structures under construction, being used for nonresidential purposes, unfit for human habitation, condemned, or scheduled for demolition.

HOW TO CONTACT HOUSING UNITS

Beginning at the assigned point, proceed in a clockwise (↷) direction around the location. Housing units on the right-hand side of the street are in the location. If you come to an alley or street lying inside the segment, proceed down the right-hand side of this street to the opposite boundary, cross the street, and come back to the point where you entered the street. All housing units on either side of this "inside" street are in your location and should be contacted. If you come to an apartment house within your location, start with the lowest number and contact apartments in numerical order (alphabetical order if apartments are designated by letter). If there are neither numbers nor letters, start with the basement and work up to the top floor.

If you are unable to complete 12 interviews in your two locations after contacting each housing unit, contact your supervisor. Do not go out of the assigned locations unless specifically told to do so.

QUESTION-BY-QUESTION INSTRUCTIONS

Remember, on all personal interviews, to ask whether or not there is a listed telephone in the household. Record the words "no listed telephone" at the top of each such questionnaire to show that you've asked the question and obtained a negative answer. Verify, with all respondents, that they are over 21 years of age.

Q. 1a: By a bus we mean a public transportation vehicle as opposed to a school bus, etc. If not, skip to Q. 1d. Otherwise ask Q. 1b.

Q. 1b: Now we are speaking about advertisements posted on the sides or rear of the outside of buses and those posted inside over the windows along both sides of buses. If the respondent has not seen such ads, circle the "2" and skip to Q. 1d. Otherwise go on to Q. 1c.

Q. 1c: Record as many of the products and services as can be recalled. Limit the respondent to only those seen during the past week.

Q. 1d: Ask this question of everyone. Record the newspaper or papers the respondent reads regularly. Do not define "regularly" unless the respondent asks you. Then say that you would consider that "regularly" implies at least several times per week throughout the year. If none, record that. Do not leave the question unanswered.

Q. 1e: Record the Sunday newspaper or papers read regularly. That is, at least on most Sundays. If none, record that rather than leaving the answer space blank.

Q. 1f: Circle the appropriate number to indicate whether or not the respondent regularly reads any newspaper which is published weekly (other than the Sunday paper).

Q. 2: Record the total number of books read by the respondent within the past month. Should the respondent ask you whether both hard and soft cover books are to be included, answer "Yes." Do not, however, volunteer such information unless specifically asked. If none read, circle "Y."

Q. 3a: Be sure that the respondent limits his answer to only the preceding year. We are speaking of any services the public library may have to offer rather than merely borrowing books. Some of these services are listed in Q. 5, although you are not to offer any such suggestions to the respondent. If the answer is "Yes," skip to Q. 4a on the next page. If not, ask Q. 3b.

Q. 3b: This is one of only two open ended questions in the entire questionnaire. Please probe both of these open ends for all they're worth. We want full, complete and meaningful responses. They are the most important questions in the study.

In asking the question, enphasize the word <u>would</u>. Then skip to Q. 5.

Q. 4a & b: Ask this question of only those who answered "Yes" to Q. 3a. Find out how long ago the respondent last used the services of a public library and circle the number beside the category which fits the response given. If within the past three months, ask the question on the left side of the page below. If over three months ago, ask the question printed on the right side of the page. In either case, probe as well as you possibly can.

Q. 5: This question is to be asked of everyone. However, whether the question wording on the left or the right side of the page is to be used is to be determined by the response to Q. 3a. If the respondent is a user of the public library (⚠ circled) ask the question at the left. Otherwise, ask the question at the right.

Read each service in turn and circle either the "Yes" or "No" number to the right of each.

When you have asked all parts of this question, skip to Q. 8 with all respondents who have <u>not</u> used the library during the past year (⚠ <u>not</u> circled in Q. 3a). Questions 6 and 7 are to be asked of only library users.

Q. 6: Make sure that the respondent has in mind the branch of the public library usually used when answering this question. Read the five possible answers as part of the question and circle the appropriate number. What we want here is an overall rating, all things considered.

Q. 7: Here we're still speaking of the branch of the public library usually used. Ask about each quality in turn, circling the appropriate response at the right. We have provided a "Not applicable" response for three qualities. These are the only three which may not be applicable to all respondents who use the library. (ie: they may not drive to the library; they may not have used the library to secure information)

Q. 8: Ask this question of all respondents. Ask this question separately about each type of person listed and circle one number to the right of each to indicate their likelihood of using the services of a public library.

Q. 9a: Record the name of the nearest branch of the public library (ie: South Orange Public Library). If that is the only public library in the town, record <u>only</u> the name of the town on the second line at the right. If there is more than one library in the town, record both the town name and the nearest intersection so that we can locate that branch library on a map. Be sure to mark down the town name as well. Otherwise, a response such as Broad and Elm Streets will be meaningless to us.

Q. 9b: Use the two words "would" in parentheses only for respondents who have not used the public library during the past year (⚠ <u>not</u> circled in Q. 3a).

Q. 9c: We now want to know whether or not the library indicated in Q. 9a is the one the respondent uses most often. For respondents who never use the library, circle the "3." If "2" circled, ask the name and location of the public library which is used most often. Record this information on the lines provided following the instructions given in Q. 9a.

Q. 10a: Record the total number of children living in the household. If none, circle the "X" and skip to Q. 11. Otherwise, ask Q. 10b.

Q. 10b: Use the singular wording if there is one child--the plural for two or more. If one or more use the public library, circle the "1." If none do, circle the "2."

Q. 10c: Here we want an overall rating of the respondent's feeling concerning the adequacy of the public library services for all of her children collectively.

Q. 11: Circle the highest level of education completed by the respondent.

Q. 12: Read the age categories as part of the question and circle the appropriate number.

Q. 13a: Record the job title, such as foreman, statistician, etc. and the industry, such as automotive, tobacco, etc. Please be as specific as possible. For instance, "engineer" alone is not sufficient. Is he an electrical, civil, aeronautical or some other type of engineer?

Q. 13b: Record the city or town in which he works.

Q. 14: If the total annual family income is under $10,000, find out and circle whether it is under $5,000, between $5,000 and $7,500 or over $7,500. If it is over $10,000, circle either the "5" or "6" to indicate whether it is under or over $15,000. If the income is exactly $7,500 or exactly $15,000, write this in.

Q. 15: Circle the sex of the respondent. If this is not done, the questionnaire will be of no use to us.

Q. 16: If the interview is done <u>personally</u>, circle the "2". If it is a <u>telephone</u> interview, circle the "1" and then the race code as it appeared on your listing sheet. This must be done if the interview is to be of any value to us.

Record the respondent's name, address and phone number. Thank the respondent. Then sign and date the questionnaire.